

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. LXXII.

NEW YORK, AUGUST 18, 1910.

No. 7



We hear a good deal about personal service in advertising nowadays.

It seems to us that the service of two, or three, a dozen, or several hundred persons, if properly organized, is likely to be broader and more versatile than the service of any one person.

There is a hotel in Philadelphia which has accommodations for a thousand or more guests. If you take a dollar and a half room or the Royal Suite at one hundred dollars a day you get the same room service, the same intelligent clerical assistance, and the same modern accommodations in every particular—the chef doesn't bring your ice-water, and the key clerk doesn't check your baggage—everyone has his job to do and does it surprisingly well.

There are boarding houses, in the Quaker City where one lonely woman tends the door, makes the beds, cooks the meals, and waits on the table—the very epitome of personal service.

Some folks prefer the hotel.

Philadelphia

New York

Boston

Chicago

Two Vital Questions

No. 1

Who Has the Cars?

The Public Service Commission reported, April 30th, 1910, 7,970 Cars in Greater New York.

All Brooklyn lines	2,828
New York Subway and Elevated	2,388
Queens lines	149

Total under Ward & Gow control, 5,365

All other Greater New York lines, including Staten Island, Hudson Tubes, etc., etc., etc.	2,605
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Total, 7,970

Who Controls over TWO-THIRDS of all the Cars?

No. 2

What Is the Charge for over TWO-THIRDS, and what for less than *One-third*?

We should like to call and personally answer this question. If you are now an advertiser on lines other than those we represent our facts and figures should prove of vital interest to you.

The cars we control carry only LONG-DISTANCE, "Time-to-Read" passengers. Our circulation is not padded with "Transfer Chaff" nor "Grasshopper" riders. If you are interested our call will profit you. Say *when* by letter or 'phone.

WARD & GOW

1 Union Square

New York

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

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SELLING THE GOODS A RAILWAY HAS TO OFFER.

RAILWAY ADVERTISING SIMILAR TO
COMMODITY ADVERTISING—HOW
THEY REACH THE DIFFERENT
CLASSES—NEWSPAPERS BEST ME-
DIUMS—WIDE VARIETY OF PRINT-
ED MATTER NEEDED.

By J. N. Stewart,

Advertising Manager, Northern Pacific
Railway, St. Paul, Minn.

The people who travel can be roughly divided into four classifications—the Sightseer, the Fortune Hunter, the Homeseeker, and the Business Traveler. The latter classification is rather broad and is meant to cover those who travel from necessity, that is, either because of commerce, theatrics, sickness, death, marriage, divorce or politics (no disparagement intended toward the latter).

One kind of soap will wash the hands of all these people, and one brand of breakfast food will feed them. Their wants in the line of transportation facilities, however, are widely varied and demand much study. A railroad company is marketing several brands of goods; first, there is the tall and shapely bottle with gilt crown and decorated label, which is the de luxe or limited train service; second, there is the staple brand of plain goods provided by the other passenger service in general; third, there is the special fifty-cent size for those who are economically inclined, which is the tourist sleeping car; fourth, there is the "leader" of that particular moment, which is the low fare that may be in effect; fifth, there is the combina-

tion package containing special party business or a special train excursion because of some convention, circus, or other intellectual gathering.

To market this line of goods there is a use for many different kinds of media followed up by a wide variety of literature. For all purposes in general the newspaper has proven itself the most efficient medium. The transportation line which keeps itself before the public with the greatest persistency in the daily papers, and which backs up this advertising with prompt and satisfactory service, is the line which is showing the best array of figures on the monthly revenue sheet. In this day of competition among the carriers railroad executives are fully alive to the importance of providing service up to the minute in every respect.

The advertising man on the average trunk line of to-day, therefore, has goods to sell which fully back up his advertising. The only class of travelers to whom the kind of service provided is of secondary importance is the Homeseeker, who has the new country in view and is going there the shortest and the cheapest way. The same may be said of the Fortune Hunter, who, however, if he be farsighted, will cast his lot with that country which has the best transportation service at its command.

With the Tourist and the Business Traveler, however, the character of service provided is the all-important element. The rapid extension of railway lines in recent years has left but few points on the map which can be reached by only one line. As a consequence the traveler who makes a

lets describing our service, and folders telling the time of our trains must be issued.

During the first six months of 1910 the Northern Pacific has published eighty-three different pieces of matter (not counting timetables), of many of which two and three editions have been issued. During the same period for our advertising in newspapers, magazines and farm journals a total of eighty-seven different pieces of copy have been written. Over and above this are wall pictures, souvenir post-cards,

ooo of which are mailed out every thirty days under one cent stamp. A recent ad in the *Saturday Evening Post* has produced to date 1,926 requests for one of our books, each request accompanied by six cents in stamps.

Our campaign of advertising in England, Scotland, Ireland, Germany, France and Austria is producing several thousand inquiries, which are answered by a special letter and special literature. A canny Scot recently offered the point of information that "alfalfa" is an unknown term in his native land and that the name for it there is "lucerne." For this information he wanted a pass across the country—a trifling recompense, in his estimation.

The railroad advertising work is intensely interesting and presents new problems every day. Does it pay? I think in the hands of a careful man who studies it from above, without letting detail narrow his vision and thwart his efforts, it pays *the railways*.

HE HAD TO GO FORTY-SIX MILES
TO BUY.

JOHNSON EDUCATOR FOOD COMPANY.

BOSTON, MASS., Aug. 2, 1910.

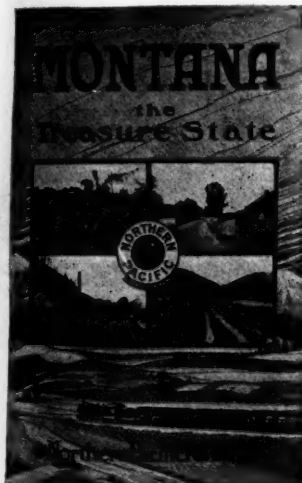
Editor of PRINTERS' INK:

When the advertising of the Keepcool Underwear started in the spring its argument appealed to me. As suggested in the copy I wrote for information and samples. Samples of the fabric were received and some information, but the only dealer's name they gave to me was the Boston jobbing house handling their product. I mislaid this address and when the time came to make a purchase I did not know where to go. I tried some six retail shops in Boston without success. Being in Newburyport the middle of the summer, where Educator Crackers are manufactured, I saw a Keepcool garment in the window and bought it. It was most satisfactory; but should I have to go forty-six miles in order to purchase another one of these garments?

Would not the manufacturers of the Keepcool Underwear have been helping out their advertising a little better if they had written to their Boston jobbers asking them to put me in touch with a local distributor?

Some ten days ago I took this matter up with the manufacturers themselves but have not received an acknowledgement nor any information. Are these people getting the most possible out of their advertising appropriation?

F. M. BARBOUR.



ONE OF THE MANY FINE COMMUNITY
BOOSTING BOOKLETS.

playing cards, dining car menus, etc. We have utilized the ubiquitous post-card this year to show the great big baked potatoes and the fancy fresh eggs we serve on our dining cars, as well as the interior of the dining car itself. Besides these two we have several sets of pictorial cards which are sold on trains and at stations, as are also the playing cards which we regard as a valuable and lasting form of advertising.

Each month we issue and distribute to ticket agents, to the public and to shippers, a monthly calendar mailing card, over 15-

THE LIMITATIONS OF PATENT MONOPOLY AND PRICE MAINTENANCE.

SHERMAN ANTI-TRUST LAW IS NOT INVALIDATED BY PATENT RIGHTS
—RESTRAINTS NECESSARY IN EXERCISE OF PRICE MAINTENANCE PRIVILEGES.

By Charles F. Benjamin.

A recent article in *PRINTERS' INK* suggests, without saying as much, that, in respect of patented commodities, the problem of price maintenance is solved by the monopoly of the patent, exerted through the license system.

That is true so far as any license of the kind does not conflict with that provision of the Sherman act, which forbids any combination in restraint of trade in interstate commerce. It cannot be true of any license that does so conflict, for the reason that the Sherman act is of equal authority with the monopoly provision of the patent acts, and, being later in point of time, must prevail over anything in the monopoly provision irreconcilable with its own provisions.

The Supreme Court of the United States has held that no combination in restraint of commerce among the states is permissible under the Sherman act, however innocent or meritorious may be the purpose of the combination. That is the law of the land, and will be till Congress shall alter it. Nothing in the patent acts nor in the decisions of the inferior courts can impair that law. Let it be proved in any case that there is such a combination, and that it does restrain trade, and the combination and restraint must fail. Since the decision of the Supreme Court no court has presumed to hold to the contrary, whether under cover of the monopoly provision of the patent laws or otherwise.

Nothing has yet appeared in *PRINTERS' INK* to show that any court has passed any judgment or decree, whether interlocutory or final, that has gone upon the theory that patented commodities

are not as fully under the restrictions of the Sherman act as all other commodities.

In a recent article in *PRINTERS' INK* appears the following passage:

"There are manufacturers today who are wont to value their patents not nearly so much because of the protection the latter give them along mechanical lines as along selling lines."

Such manufacturers may well ponder the following considerations:

1. If they use their patent rights to effect a combination in restraint of interstate trade, they will be upset by the first persistent price-cutter that dares to see the matter through the courts upon that issue.

2. If their patents are not unimpeachable "along mechanical lines" they are a poor reliance for any purpose "along selling lines" that may bring them into litigation.

3. The grant of a patent being ordinarily the result of a mere administrative process, conducted *ex parte* between an applicant and a patent office examiner, the cherished "monopoly" is too often a tender hothouse plant that must succumb to the first chilly blast of a judicial investigation.

BROUGHT THE WHOLE WORLD TO HIS DOOR.

PAYNE INVESTMENT COMPANY.
Farm Lands, Mortgages.
OMAHA, July 22, 1910.

Editor of *PRINTERS' INK*:

Some time ago you very kindly mentioned the *Land Owner* as a house organ published by this company.

The notice was quite brief, but none the less effective as we have had inquiries from all parts of the United States and from Australia, asking for copies of our publication.

We want to thank you for the notice and express our appreciation of your publication as a medium of publicity.

R. B. WALLACE,
The "Ad" Man.

San Antonio, Tex., is to spend \$50,000 in municipal advertising. Last year, as the result of expending \$25,000 in telling of many good points of that city, the influx of tourists increased from 18,000 to 30,000, and every branch of business totaled from 25 to 40 per cent profits over those of the previous year.

Some Publishers

are more successful than others

Some publishers are larger advertisers than others.

Have you ever stopped to consider how identical the successful publisher is with the one who advertises?

Printers' Ink Publishing Company

NEW YORK
ST. LOUIS

BOSTON
TORONTO

CHICAGO
MONTREAL

A NEW FIELD FOR THE GAS MAN.

GAS FOR INDUSTRIAL PURPOSES HAS NOT BEEN WIDELY EXPLOITED—HOW THE MILWAUKEE GAS LIGHT COMPANY HAS DEVELOPED THIS FIELD—FACTORIES, HOTELS, INSTITUTIONS, ETC., LIBERAL CONSUMERS OF GAS, BUT SPECIAL ADVERTISING AND EXPERT SERVICE ARE ESSENTIAL IN LANDING THE BUSINESS.

By James H. Collins.

A new trend in gas advertising has been developed in Milwaukee.

Exploitation of gas and appliances to the domestic consumer began several years ago, when gas companies woke up to electrical competition. This sort of advertising has now become general all over the country and the methods are more or less familiar.

But the Milwaukee Gas Light Company has entered a fresh field in advertising gas and special appliances to manufacturers. An industrial center like Milwaukee has hundreds of concerns that might employ gas for cooking, drying, working metals and similar purposes. The big brewery finds it handy and economical for branding kegs, the little tailor to heat his irons, the automobile garage for brazing and the hotel for baking, broiling and frying. The industrial field, however, appears to have been neglected by gas companies, and the Milwaukee Gas Light Company's enterprise in this line should be of wide interest to gas men.

"Our company was one of the first to become interested in the industrial side of the gas proposition," says F. P. Kelsey, the advertising manager. "No doubt many gas men have seen the possibilities, but landing industrial business requires a high order of specialized salesmanship, and special advertising, both of which must be persistent.

"We published a catalogue of industrial gas appliances ten years ago, and it has run through several editions. But it is only re-

cently that the field has been aggressively developed. We were fortunate when we started our industrial campaign in newspapers to be able to take advantage of specialized salesmanship, as well as considerable information about industrial appliances secured through the experiments of our own experts.

"Two separate classes of business exist in this field—industrial lighting and industrial fuel. For both of these the Milwaukee price for gas is very attractive, namely, eighty cents for the first 10,000 cubic feet, seventy cents for the second 10,000, and sixty cents for all over 20,000 feet. In effect, this means that the manufacturer enjoys a sixty-cent rate for all the gas he burns after his bill reaches fifteen dollars, and at that price scores of industrial operations can be carried on with advantage and economy by the use of gas.

"The industrial fuel field has two divisions—gas for heat and gas for power. Our catalogue of appliances shows furnaces for melting low fusion metals, such as babbitt or type metal; tinning and galvanizing furnaces, gas furnaces which take crucibles for melting copper, brass, zinc, etc.; air blast furnaces for welding, bending, tempering and making tools, case hardening and tempering forges, brazing furnaces, rivet heaters, branding machines, drying kilns for laundries and many other uses, band shrinking furnaces, meat boilers for butchers, rendering kettles, sugar boilers, coffee roasters, soldering furnaces, enameling ovens, bakers' ovens, stills, core drying ovens and large gas stoves. In many cases when the gas man approaches a manufacturer with this array of apparatus he is assured that the manufacturer, having spent years of study to turn out his product at lowest cost, has already found the best ways of applying heat. Very often he has invented a device of his own and patented it. Naturally, the gas man must be well posted on manufacturing processes, and his arguments carry no weight

unless he can back them up with facts. So we had to get right down to manufacturing costs and methods, and to that end have an organization of experts which conducts experiments, in many cases working out special appliances in collaboration with manufacturers. We tried general argument, and got little response. Tell a manufacturer that gas is a good thing for factories as a whole and he will agree with you, but make an exception of himself on the supposition that he is using the best

stalling gas appliances for hundreds of manufacturers is offered freely. Inquiries are developed, turned over to our industrial experts, and the latter visit the factory, find out what the operations are, adapt existing apparatus to them if practicable, or set about perfecting new appliances if needed. Each industrial installation calls for individual study and treatment.

"In addition to this direct advertising we carry on special sales work through as many as twenty-five representatives in the busy seasons, each man having restricted territory divided so as to give him his share of industrial and domestic business. Whenever a manufacturer is put on our lists as a prospect, a representative follows the mail advertising and makes a detailed report on the case, whether the prospect has been interested or not.

"We have had considerable success among hotels, restaurants, boarding houses and the better class of saloons, a field that was not very productive until the perfection of what is known as the smooth-top gas range, which was first gotten out by men connected with our company. In the ordinary gas range, as you know, the fire is applied from the burners direct to the cooking vessel, making the consumption of gas rather too large for extensive operations. The flat-top range, however, has smooth metal surfaces for boiling, frying, toasting and so forth, and brings costs down to a point where gas can be used freely, with economy. These ranges are built in sections to suit, as well as with high or low frames, baking ovens and other variations. More than 275 of them are now in use in Milwaukee, and, as they are running many hours each day, are profitable appliances from the company's standpoint, as well as the owner's. Our mail work for this field of commercial fuel, as we call it, is conducted with different literature for three separate classes of prospects. In the first group are hotels, restaurants, picked saloons, clubs, hospitals

Most Factory Mistakes Occur After Four P. M.

"Quite 75 per cent of the mistakes in factories take place after 4 P. M.," says a well-known authority.

"Reproduce daylight conditions, and the percentage of mistakes will practically disappear."

Gas Arc Lamps, of 500 candle power, furnish a soft, white light evenly diffused, over a large area.

Reflex Inverted Lamps with cone reflectors, of 120 candle power, concentrate a strong light on machines.

The cost of this lighting will be found very attractive.

We will be pleased to furnish cost data and estimates on installations.

Phone Main 3674, Commercial Dept.



Milwaukee Gas Light Company

A satisfied customer is our best advertisement. Please notify us promptly of any defect in your service.

BUSINESS-LIKE GAS SELLING TALK.

methods for his own work. His situation must be analyzed and definite figures of cost presented before he takes the proposition up seriously.

"So, our industrial advertising has been almost wholly of a direct nature. We group in a pamphlet a number of appliances adapted to some particular class, such as metal-melting furnaces, and show as definitely as possible the cost in cents per hour for performing various operations, such as melting babbitt or brass, shrinking bands on milk cans, heating rivets or soldering irons, setting locomotive tires and branding kegs. These are mailed to classified lists of manufacturers in our territory, and our experience in in-

and public institutions. In the second class are smaller saloons. In the third group we place boarding-houses, convents and sanitariums. The reason for these divisions is that somewhat different appliances are needed in each group.

"We also group our prospects in the industrial lighting field. For instance, there are a great many clothing factories in Milwaukee in which the lighting

tories in town, had this series of newspaper announcements printed as circulars, and mailed them to the list on consecutive days. In each talk certain statements as to the efficiency of our big lighting units were repeated word for word. About the fourth day we began to get letters and telephone messages from people on this list, informing us that our advertising department had evidently slipped a cog, because the parties were receiving the same advertisement every day. Whatever one may think of this apparent similarity of the matter sent out, it gave us an excellent approach to each prospect who called our attention to the matter."

HALLOWELL MADE ADVERTISING MANAGER, U. S. MOTOR CO.

Announcement is made by the United States Motor Company of the appointment of Montgomery Hallowell as advertising manager of its \$30,000,000 selling organization. Mr. Hallowell assumed his new duties August 15th.

Mr. Hallowell for several years was connected with the Chicago *Tribune*, later he became advertising manager of the National Cash Register Company and of the E. R. Thomas Motor Company. He has been connected with the New York office of Lord & Thomas for the past three years. His appointment as advertising manager of the United States Motor Company is said to mark an important step in the perfection of this company's organization. Mr. Hallowell will have charge not only of the advertising of the parent company but of the following concerns affiliated with it:

Maxwell-Briscoe Motor Company, The Columbia Motor Car Company, Brush Runabout Company, Alden Sampson Manufacturing Company, Dayton Motor Car Company, Courier Car Company, Briscoe Manufacturing Company, Gray Motor Company and Providence Engineering Works. Division advertising managers will be maintained at the various plants as in the past, who will report directly to the general office in New York.

ADVERTISING WASTE.

A circus man recently ordered a large advertising poster of his show to be printed, and objected because there was so much clear sky in it.

"I ain't a-goin' to advertise the sky," he said to the lithographer. "I paid you to advertise my show. Draw a few camels and stick them up in the heavenly blue. I ain't a-goin' to have all that good space run to waste."—*Exchange.*

May Better Your Product or Lower Factory Costs

It promises even one of these appliances has been built by collaboration of our industrial men with the manufacturers through connection with the work of the very business.



GAS ENGINE GENERATOR
One of the new in class of efficient power units.
Milwaukee Gas Light Co.
142 Wisconsin Street



Can you use a multiple burner to advantage in some operation in your shop?

What is a multiple burner?

It is simply a high pressure gas burner, built with sections, one or all of which may be used at once.

In various forms it is used with advantage and economy for many purposes in manufacturing, where HEAT IS REQUIRED.

We are presenting herewith some of the uses to which the multiple burner is put.

One of these may present a use to you which will assist you in turning out better goods in quicker time.

A TELLING FOLDER ISSUED.

problems are similar, while in other industries perhaps conditions vary widely. The best results follow where literature and sales work are closely specialized, so that each manufacturer gets information upon his own needs. The main problem in factories is to get a clear, strong, even light close to the work, but out of the workers' eyes. We accomplish this by means of the inverted Welsbach lamp with a cone reflector. Installations in well-known local plants are utilized in our advertising literature, and newspaper advertising has also been used for this purpose.

"Last winter we ran a series of factory lighting talks in the *Sentinel* and *Evening Wisconsin*, which we believed would come closest to manufacturers. Copy was ten inches, three columns wide, run twice a week. As an experiment I picked out a hundred of the most prominent fac-

THE "MIX-UP" CENTERING AROUND THE JOBBER.

ORDERS FOR ADVERTISED GOODS THAT ARE IGNORED—HOW ONE JOBBER IS RETALIATING WITH SUBSTITUTE GOODS OF VERY SIMILAR NAME—THE SUGGESTED PLAN OF REWARDING JOBBERS WHO STAY JOBBERS ONLY — ORGANIZATIONS FORMED FOR PROTECTION—BAD SITUATION IN JEWELRY FIELD.

By Raymond W. Gage.

II

Like those ships that put out to sea and are never heard of again, some orders, from the retailer to the jobber, for an advertised, price-maintained specialty have disappeared into the mail, and thenceforth were as if they never had been sent.

The jobber, most punctilious in small matters, has never even acknowledged receipt. The retailer says, "Another letter gone astray," and doesn't suspect a thing when the jobber's salesman turns up within a few days asking him if he doesn't want a few cans of peas or a dozen cases or so of corn flakes.

"Why, yes, I do happen to need them. In fact, I ordered twenty cases of Tossle's Corn Flakes last week of your house. Didn't you get the order?"

"Must have gone astray," glibly responds the jobber's salesman. "Now, here is a mighty nice piece of goods—we make these flakes ourselves and"—very confidentially—"we can sell them to you at a saving of twenty-five cents a case. They are just as good and you aren't helping Tossle to pay for that enormous advertising of his." "But a good many of my customers have been coming in and asking for Tossle's," persists the groceryman. "They don't know anything about your line."

Then follows the usual argument on profit and what a dealer can do when he brings his influence to bear on a customer. The dealer yields or not, according to his lights.

Advertising manufacturers will tell an investigator that such ex-

periences have attended the efforts of many retailers to secure advertised brands through a jobbing house. While this underhand work is not now so frequently practiced as formerly, perhaps, manufacturers say that it still constitutes one of the very biggest of distribution problems, the right solving of which is necessary in order to realize to the fullest extent on the advertising.

The New York manager of a grocery specialty house, which is spending in the neighborhood of a half-million a year for advertising, was asked if he had ever run across antagonism like this.

"I have," he said with a grim look on his face, "and I call it nothing less than stealing. Many jobbers won't act like this, you must understand, but there are enough of those that will, so that our selling channels are often seriously blocked up. A jobber that has private brands to sell in competition with those of houses that advertise must walk a very straight line to avoid falling under the suspicion of the manufacturer. Some jobbers hate protected prices. Dickering and trade deals and secret bargains have been the rule so long in former days that jobbing houses which are in a rut cannot understand the spirit of the new era. Some of them will go shameful lengths to undermine the sales of a widely advertised brand. But manufacturers like Procter & Gamble, the Shredded Wheat Biscuit Company, Kellogg's Toasted Corn Flake Company and the Cream of Wheat Company, who have got their fighting spirit up, are making things unpleasant for those jobbers who are putting sand into the gear-box."

HOW SOME JOBBERS PLAN REVENGE.

Jobbers and those who buy at wholesale discounts often strike viciously to uphold old practices. The Kroger Grocery & Baking Company, of Cincinnati, became peeved because Procter & Gamble wouldn't sell Ivory Soap to them at a discount and threatened to build their own soap plant, evidently expecting to get the Ivory

Soap people "on the run" right away. This is similar to the alleged threat of Austin, Nichols & Co., New York jobbers, to start a cereal plant to make Toasted Corn Flakes because Kellogg refused to make them preferred buyers. Austin, Nichols & Co. cannot now obtain Kellogg's Corn Flakes, nor can Francis H. Leggett & Co., of New York, another wholesale house. Austin, Nichols & Co. have made good in part their threat by taking on Dr. Kellogg's Toasted Rice Flakes and "boosting" them for all they are worth through the trade. There has been a hot fire of form letters from both the W. K. Kellogg Company and from Austin, Nichols & Co. upon the retailer, as a result. Concealing the anger he must have felt, W. K. Kellogg has been treating the matter in a humorous way, trusting to his price policy, his reputation in the trade and the consumer demand to carry the day for him.

These occurrences are only a few of many instances showing the bitter fight that is being carried on, manufacturer against jobber and jobber against manufacturer. One manufacturer said that the jobber is feeling his old-time supremacy slipping away from him, and in his rage is throwing anything that he can lay his hands on.

But what, constructively, is being done? Is it a hopeless mess or are there signs of returning order?

One sales-agent of a large specialty concern insists that the situation is in the way of clearing up; that peace is being slowly patched up and that within a few years the advertising manufacturer need not be charging off a part of his profits because of having to overcome the resistance of the jobber.

The New York Association of Manufacturers' Representatives is one body organized to educate the jobber. The officers are: W. A. Moran, of the Great Western Cereal Company, president; R. W. Smyth, of Armour & Co., vice-president, and W. C. Freeman, of Piel Bros. Starch Company, sec-

retary and treasurer. Belonging to the executive committee are E. W. Murphy, of the Toasted Corn Flake Company; A. C. Monagle, of the T. A. Snider Preserve Company; James A. McGuane, of the Salada Tea Company; F. E. Natrass, of the Thompson-Natrass Company; J. H. Kampf, of the Van Camp Packing Company, and O. C. J. Scharff, of the Beechnut Packing Company. This association has retained legal counsel and is in the field to render advertising manufacturers a service. As far as possible its methods are peaceful and argumentative. The scope of its work is indicated in the motto: "Bona fide orders; Prompt delivery; No substitution."

ONE REMEDY THAT HAS BEEN SUGGESTED.

An outgrowth of this organization is the American Specialty Manufacturers' Association. Secretary Austin explained to PRINTERS' INK a plan which he thinks may help. The idea is not to overpay jobbers who, with their private brands, are not in position, conceivably, to give the greatest co-operative selling service, and to pay those jobbers well who, with no private brands to market, are disposed *à priori* to put their shoulders heartily to the wheel.

"Compare the value of these two varieties of distributors," said Mr. Austin. "Take the manufacturing wholesaler. Let us suppose that he has 100 customers among the grocerymen for any advertised brand you know. He ought to have 100 sales. But, because the jobber has a brand of his own and because his salesmen are pushing the brand, the manufacturer does not secure the amount of co-operation he should. Nor does he get the same amount of repeat orders. In fact, he is lucky if he overcomes the influence of the manufacturing jobber and gets his 100 cases delivered.

"On the other hand, take the legitimate jobber, whose business is jobbing and nothing else. He sells his 100 customers the 100 cases, and more. Because he is dependent upon the fullest pos-

sible amount of sales, he lends a co-operative hand all along the line. As a result, the 100 cases grow into a sale of, say, 130 cases, and this at the original cost.

"Now, then, isn't it fair to give the latter jobber more commission than the former? Some manufacturers think so. It has been suggested that the legitimate jobber get 25 per cent more commission than the manufacturing jobber. In other words, that he be allowed twelve and one-half per cent as against the ten per cent allowed the other. Surely that difference in sales of thirty cases, and more, ought to be rewarded in some such way."

The situation in the grocery specialties field is not essentially different from that in most of the other lines of trade. An authority in the jewelry field in New York predicted that the jewelry jobber would be out of business in five years. The small bulk of the goods lend themselves readily to mail shipment direct to the consumer or a straight delivery to the retailer. One influence that

may keep the jewelry jobber doing business in spite of predictions, is that the average retail jeweler cannot use the quantity of merchandise which would enable him to buy direct of the manufacturer. A stock of jewelry is tied up for a relatively long time in the retail shop, and a direct buying is often rendered difficult from the inability of the retailer to command sufficient capital.

Manufacturers of goods that bulk large do not predict the extinction of the jobber. The jobber is deemed to be a necessity as a distributor. But what manufacturers will bend all their energies to remedy is the backwardness of the jobber in rendering the fullest possible co-operation.

(To be continued)

Governor Hadley, of Missouri, has announced his intention of going to the Boston Convention of the Associated Advertising Men's Clubs of America, in 1911, in the self-styled capacity of "chief advertising agent of Missouri." I. H. Sawyer, president of the St. Louis Advertising Men's League, declares that he expects that organization will have a thousand members by next January.

STATEMENT OF ADVERTISING

CARRIED BY

TWIN CITY NEWSPAPERS IN JULY, 1910

Minneapolis Journal, 2156 Columns

(22 inch basis)

Minneapolis Tribune, - -	2014	"
St. Paul Dispatch, - - -	1361*	"
Pioneer Press, - - - -	1075	"

*No Sunday Issue

THE MINNEAPOLIS JOURNAL

WM. J. HAYES, Advertising Manager

Publishers' Representatives

O'MARA & ORMSBEE

NEW YORK

Brunswick Building

CHICAGO

Tribune Building

NEWSPAPER ADVERTISING TO BUILD UP CALIFOR- NIA'S INDUSTRIES.

FIG SYRUP ADVERTISING MANAGER'S MESSAGE TO CALIFORNIA MANUFACTURERS IS TO ADVERTISE—EASTERN COMPETITION MUST BE COUNTERACTED WITH EASTERN ADVERTISING METHODS.

By R. E. Queen,

Advertising Manager, California Fig Syrup Co.; Chairman, Committee on Promotion, Home Industry League of California.

If the California manufacturers want to increase their sales, encourage the investment of outside capital, add to the prosperity of the community and establish a fixed and dependable market for goods of Western manufacture, they must wage a wide and systematic advertising campaign through the medium of the newspapers to educate the people on the importance of their support.

The question of bolstering up Western confidence in Western products has become one of general interest. All members of the Pacific Coast community are suffering from the unreasonable partiality shown goods of Eastern manufacture. Thousands are unemployed because the sales of California-made articles have fallen off.

It is not that there are better manufactories elsewhere. It is because the manufacturers of California do not let the people know what they have. There are many articles of general consumption manufactured here of which the public are in ignorance. Those manufacturers who have established a market and who complain of losing it are largely responsible for the falling off.

I hold that when a manufacturer produces an article equal to the standard he must let the public know he is doing so. He must blaze the way to facilitate its sale. He must keep the subject before the people constantly. This can only be done successfully through the newspapers.

The home industry movement I believe will revolutionize manu-

facturing conditions of California. It is something that we can approach the people on in a sincere and earnest way. It is two-fold in its benefits. It works to the profit of the manufacturer and also to the consumer. The greater the sales of home-made products, the more families will receive employment in manufacturing.

Within the last few years manufacturing enterprises in California have fallen off seventy per cent. This means that property values and the wealth of the community have greatly decreased. Labor has suffered proportionately. If Western money is to support manufacturers, let it be those who live among us and who employ our people.

Newspaper advertising is, in my opinion, the solution to this subject of disappearing factories, so vital to California interests. Tell the people what we have to offer and what it means to them by means of the newspaper.

A COUPLE OF EXCELLENT SUGGESTIONS.

CINCINNATI, Aug. 4, 1910.

Editor of PRINTERS' INK:

I have read in the "Little School Master" the many letters congratulating you on the marked improvement made since you took charge of the magazine. Being a comparatively new subscriber I knew little of the improvement, but I do want to say that I don't see how you can improve it *much* more. And it's such a convenient size I carry it in my pocket all the time. Since becoming interested in advertising I have read a number of books on the subject, subscribed to two other ad publications and read others occasionally, but for real meat, for actual, practical information **PRINTERS' INK** is better by far than all of them. It is like the school of experience with the time and expense eliminated.

If I were selling a course in advertising I would certainly include a subscription to **PRINTERS' INK** as its nucleus. It seems odd that none of the correspondence schools have taken advantage of such an opportunity to add to the efficiency of their courses.

Wouldn't it be a great thing if we had a market for ideas? So that any one with a good money-making idea could receive a fair price for it. There are many splendid ideas, real money makers, which can not be patented or protected from confiscation.

Possibly some of your readers could suggest a way in which such ideas could be utilized and give their originator a fair reward for the effort.

J. G. HITZLER.

The greatest value to be obtained from continuous publicity should be fully understood by every advertiser.

The following argument in support of continuous advertising is an answer in part. This is the third of the series, which will continue in future issues of PRINTERS' INK.

Continuous advertising is essential—
because

Repetition builds reputation; convinces
as to faith in self and merchandise.

It establishes in the public mind the idea
of permanency and provides against the "out
of sight, out of mind."

It fortifies against competition, open or
hidden; breaks down indifference and opens
the way to intimacy.

Repeated assertion, unchallenged, is ac-
cepted as truth.

Regularity creates and takes advantage of
subconscious effect on the mind produced
through the eye.

*Continuous publicity is reputation con-
tinuously on the move.*

THE RED BOOK MAGAZINE

Publication Office

158-164 STATE STREET

CHICAGO

RALPH K. STRASSMAN
Advertising Manager
200 Fifth Avenue
New York City

R. M. PURVES
New England Representative
201 Devonshire Street
Boston



“A Single Field Well Tilled”

A large advertiser (name given on request) received over 1,000 answers from a single advertisement in the FARM JOURNAL. From another famous medium with **twice** the circulation he received 600 answers.

This contrast is a striking evidence of that uncommon **QUALITY** in the FARM JOURNAL, which secured for it not only the gold-marks of quality, but also the **PRINTERS' INK SUGAR BOWL**.

Here is a suggestion for careful advertisers:—

When you find in just one medium that rare combination of **quality** and **quantity**, is it not simple good sense to **concentrate** your advertising in that medium?

If one of a farmer's fields yielded twice as much per acre as the rest, wouldn't he plant every foot of that field **first**?

Try a well-planned campaign in the FARM JOURNAL **alone**. Then try to get equal results at the same cost from **any other medium or list whatever**.

It covers the United States thoroughly.

Using the FARM JOURNAL (over 750,000) advertisers avoid duplication of circulation, and reach a clientage confirmed in the habit of dealing with FARM JOURNAL advertisers.

Forms for October close September 5th, unless all space is taken earlier.
Rate, \$3.50 a line.

WILMER ATKINSON COMPANY
PUBLISHERS
PHILADELPHIA

CAN THE MASSES BE TAUGHT TO BUY GERM DESTROYERS?

TWO DISTINCT OPINIONS WIDELY
HELD—PLATT'S CHLORIDES WORK
MAINLY WITH DOCTORS—"C-N"
DISINFECTANT HAS SUCCESSFULLY
GONE TO PUBLIC THROUGH NEWS-
PAPERS.

By Henry R. Mulvaney.

It is in development of a weak or non-existent demand that advertising meets foemen worthy of its steel.

All those things which pertain to the realm of preventive medicine, for instance, are of this type, being estimated to head off future troubles by preventing them coming into existence. Advertised patent medicines have met with success and sales because they are supposed to cater to *real*, existing wants, needs and pains which are keenly felt. Preventive medicine, however, offers *à priori* remedies, "alleviators before the fact," as it were; and the masses are proverbially careless about protection against to-morrow's evils. The fear of germs has to be put into the minds of most people; it doesn't grow there like the demand for candy.

That the deadly microbe, invisible to anyone, should be fought and guarded against is a stubborn propaganda, as tuberculosis crusaders can testify. If ever the masses are "Missourians," they are about such a proposition. In its way, it is even more of a case of selling an invisibility than the now well-known instance of the automobile advertising manager who recently conducted an extensive campaign of newspaper advertising to sell cars which as yet only existed in the brains of a group of mechanical engineers. For there are sects which declare that germs exist only in the minds of doctors.

There has been a pronounced opinion in certain quarters that preparations which are estimated to be of use in warding off *future* evils can never be made successful advertising propositions. James T. Wetherald, the agent, of Bos-

ton, who has had a wide experience along medical advertising lines, is strongly of this opinion, for instance.

And yet this difficult sort of advertising is being attempted, and with success, by an increasing number of advertisers all the time. Scott & Bowne advertise their Emulsion as a means of fortifying the body against a long list of potential dangers. Andreas Saxlehner makes a strong talking-point for his Hunyadi Janos Water when he advertises that a small wineglassful drunk every morning will keep the alimentary canal in prime condition and thus insure health. Other advertisers—for instance, O'Sullivan—are adopting preventive lines of talk.

Disinfectants are excellent examples of *à priori* remedies. The disinfectant field, as might be expected, is divided into two distinct camps as regards advertising. In one camp, which is by far the larger, are those who believe that disinfectants cannot be profitably advertised to the masses and, therefore, that all selling activities had best be centered elsewhere. In this camp is Henry B. Platt, maker of Platt's Chlorides. The other camp is of the very opposite belief, feeling that the masses may be educated by means of proper advertising to appreciate what preventive efforts may accomplish in warding off diseases. In this camp is the West Disinfecting Company, making C-N Disinfectant.

It may be said in favor of the sales methods of each of the manufacturers named that they have been successful. It is undoubtedly true that Platt's Chlorides and C-N are the "top-notchers" in their field, as far as sales go. And this means more than may appear on the surface, for the disinfectant field is not an easy one. Practically all the drug jobbers, and hosts of the retail druggists besides, have their own private brands of disinfectants. The substitution evil is thus one which is keenly felt and which can only be overcome by dint of the soundest kind of sales work.

The keynote of Platt's Chlorides

advertising has always been: "Advertise Ethically." With a few minor exceptions, the sales work has been directed at the medical profession and at "the classes." Detail work has been an important factor. The doctors of the country have been visited from coast to coast. To them the worth of

prejudice the doctors against them and thus set at naught all their detail work. At any rate, their popular educational advertising has lacked continuity and enthusiasm, and, it is claimed, has not been profitable.

"We find," says Mr. Campbell, "that the people who need disinfectants most won't use them and can't be made to appreciate their value."

The West Disinfecting Company, however, has proceeded upon the very opposite tack. William H. Crow, who, until very recently, was the C-N advertising manager, has heartily believed that "the masses" can be interested. Under his direction the C-N advertising campaigns have been of a popular sort. C-N was first put on the market not more than four years ago. It has been advertised from the beginning. As evidence of the success of this advertising is the fact that in these few years C-N sales have equalled, if they have not exceeded, those of Platt's Chlorides, in spite of the fact that the latter has been on the market for upwards of thirty-two years! Within the last year C-N sales have doubled. Within the last four months eight new C-N branches have been opened. And the vital fact about the whole comparison is, whereas Platt's Chlorides cannot with any confidence expect momentous growths in the future as long as the present sales methods are retained, C-N finds that it has really only scratched the surface. With the masses once coming its way, there are now limitless sales possibilities ahead.

As evidence of the way in which C-N advertising has struck a popular note, Mr. Crow points out that his C-N phrase "From Cellar to Garret" has been adopted for use in the Babbitt Cleaner advertising and his "Does Not Burn" is to-day the watchword of Carbona.

One of the most original things, perhaps, in connection with the whole C-N appeal and the thing which has been most characteristic of the popular appeal has been the plate service. This serv-



The House Fly Causes Death

THE fly carries the germs of typhoid, tuberculosis and other infectious diseases from objectionable filth to the food that you eat, to the baby's milk bottle. It drops germs wherever it alights.

One fly carries enough disease germs to wipe out a regiment. Flies have caused more deaths than all the battles of history. The germs they have brought have caused sickness and death to some number of your family in the past. They may cause death in the future.

Remember that flies lay their eggs only in objectionable filth; that they are attracted by foul odors—thus clean odors.

Screens are small protection. The way to keep flies from your house and to add to their final extermination is to use an effective disinfectant in all refuse, garbage pails, manure, etc. C-N is the standard disinfectant, guaranteed on every label and superior to be five times stronger than pure carbolic acid, but non-poisonous.

Where C-N Disinfectant is used, flies and insects will not enter—cannot abide the clean odor of C-N. C-N keeps your home free from vermin, free from disease germs—pure, clean and healthful.

Sold everywhere. 29c, 25c, 50c and \$1.00.

WEST DISINFECTING COMPANY
Branches in All Large Cities

EDUCATION IN SANITATION.

Platt's Chlorides in times of sickness has been explained and demonstrated year in and year out. The doctors have been approached, too, in the medical journals with good-sized and persistent advertising.

In addition, the educated classes have been appealed to in certain university alumni publications, in the *Outlook*, the *Bookman*, and a few other like publications. Some advertising has been attempted as experiments, as in the New York subway, for a short season on the stations along the Pennsylvania and Reading, and in the newspapers of scattered localities. Neither Mr. Platt nor his manager, John R. Campbell, have been at all enthusiastic about these appeals to "the masses." For one thing, they have feared that such appeals would

ice has been furnished regularly and free of charge to the newspapers. It has had to do with hygienic subjects, but without ever making mention of the West Company's products. The whole aim was that of education and the necessity for using disinfectants and the service has undoubtedly accomplished many good results.

To recount some of the headlines used in the C-N newspaper, display advertising gives a good idea of the tone of the appeal made. Some of these have run as follows: "The Problem of the Garbage Pail," "Your Finger Cut?" "The Sink," "Those Dreadful Roaches," "Summer Uses of C-N," "In the Sick Room," "The Clean Home," "Death Lurks in Summer Smells," "Invisible Murderers," "Perils in Country Homes," etc.

Caution to Housekeepers.

Disease Germs Are Lurking in Your Home.



In the lavatory cracks and crevices of your house, in all dark corners—places where the sunlight does not penetrate—deadly disease germs prevail. No matter how thoroughly you scrub and dust, these germs still remain, awaiting their chance to fasten upon the weakest constitution of some loved member of your family.

The cut here shows how a single speck upon your polished floor looks under the microscope. The germs of consumption, typhoid, influenza, and grippe and scarlet fever are shown.

You must realize that your home is only impure and not poisonous until you banish this vile, most dangerous dirt.

You can accomplish this by using C-N DISINFECTANT, which is easily sold disease germs. C-N is 8 to 10 times stronger than Carbolic Acid, yet non-poisonous, and therefore safe for human use.

Apply C-N in all cleaning processes from cellar to garret. Place a few drops in the cleaning water and in drains, sinks, croupers and garbage pails—sprinkle on the carpets in sweeping. It will banish insects, destroy malignant germ life and make your home safe and secure against infectious disease.

Used in the sick room, C-N disinfects, prevents contagion; and the same potency which eliminates germ life from your house prevents blood poisoning and gangrene in cuts, wounds, burns and bruises. A necessary factor in the medicine chest.

C-N has a hundred beneficial uses. It is a power for purity—a protector of lives, a preventive of disease, a healer of wounds. It should be constantly within reach of every housekeeper. C-N is sold everywhere; prices 10c, 25c, 50c, \$1.00. WEST DISINFECTING CO.



The doctors fighting contagious diseases now pretty generally agree that popular education regarding sanitation is a prime factor in preventing disease and are themselves making efforts in this direction. A growing consciousness of the importance of disinfection is permeating the masses, and the disinfectant which is advertising its name in the newspapers, the great medium of the masses, is reaping its rightful rewards.

September 12th

is the last date upon which we can accept business at the old rate of \$2.50 per line.

If booked at the old rate before September 12th, orders will cover issues up to and including February, 1911.

Orders must be bona-fide and specific. No reservations will be accepted.

After September 12th
advertising will be accepted only at \$3.00 per line.

This rate will be covered by a rebate-backed guarantee of 600,000 circulation, 95% paid.

THE
LADIES' WORLD
NEW YORK

HOW ADVERTISING QUICKLY RAISED CHARITY MONEY.

\$150,000 IN FOURTEEN DAYS FOR A BUFFALO HOSPITAL—\$300,000 IN TEN DAYS FOR THE BUFFALO Y. M. C. A.—\$100,000 IN SIXTEEN DAYS FOR A TROY SECTARIAN HOSPITAL—A CLEVER DIAL USED WITH TELLING EFFECT IN NEWSPAPER ADS.

By G. W. Johnston,
Of the J. C. Moss Advertising Agency,
Buffalo.

The raising of money in large amounts and in short spaces of time for charitable purposes by the use of paid newspaper advertising is something of a novelty.

Yet we were only following our natural bent as ad men when we raised \$150,000 in fourteen days for the Buffalo Hahnemann Hospital, and then, without taking an extra breath, started out to commit the same crime in a \$300,000 Y. M. C. A. campaign, which was closed in ten days with honors, glory and money, perched on our banners.

Someone—yes, an adman!—smiled cynically and declared we couldn't do it again, so we went immediately to Troy, New York, and did it all over again in a \$100,000 campaign, lasting sixteen days—and for a sectarian hospital at that!

Now, what are the strange things about all this? I asked the newspaper men. One of them said it was strange that we did not attempt what other charity movements have done heretofore, viz., sandbag the newspapers. Well, that was true. We took the space needed and paid cash for it.

The ordinary charity methods now employed are based mostly on begging. Our way was advertising. We got out a series of ads and a complete follow-up system. Now the secret is out, for that is all there is to it, and yet William C. Freeman, in the New York *Evening Mail*, called it an advertising miracle in pica caps.

The proposition appeared to be this: If people will send money

through the mail, in response to advertising, to total strangers for things they think they want, why will not people send money to people they know well for objects they know the community needs?

The next proposition was as simple as the first. If a man bursts his auto tire he must have a new one. If he doesn't get one he loses the use and value of his machine. He doesn't stop to ask himself if he has the money to get one with. He simply goes and gets it. Then, why not press home by every legitimate means,

Whether you live in East, West, North or South Buffalo, this is made for you. Here is an opportunity of helping a most worthy cause—the completion and furnishing of the Buffalo Hahnemann Hospital, before midnight, January 26th, \$150,000 must be raised to finish what is to be the best constructed and best equipped hospital of any in the country.

HELP!



HOW YOU CAN HELP

By giving the amounts below, you, your friends, your lodge or association can found a perpetual and exceedingly noble memorial to your own or another name. If you cannot give so liberally your smaller donation will be just as gladly received—don't wait for someone to solicit your help, do it now.

\$ 100 names a ward bed
\$2,000 names a small room
\$5,000 names a large room
\$10,000 names a ward operating room

Fifty good reasons for this Hospital will be mailed you on request. Make payments to:

Buffalo Hahnemann Hospital
S. H. Montgomery,
201 Elliott Square
Buffalo, N. Y.

WATCH THIS CLOCK DAILY



ONE OF THE HOSPITAL SERIES.

that the community has a broken part, necessary to the conduct of said community? It must be repaired. Whether the community has the money or not does not count. The pledge to pay within a certain time would do just as well.

Both propositions proved to be based rightly and they worked out correctly.

An attention arrester was needed, so there was erected in a public square a dial, on which was a circle divided off to represent the multiples of \$5,000 up to the total amount desired to be raised. Above and below this dial was a bit of sign painting of an appropriate character, the main burden of which was "Watch the Clock; every dollar makes it tick." A large gong, rung by electricity,

was set off every time the movable hand on the dial was shoved forward, and it was moved every time a dollar came in. This served as a rallying point for public interest.

A real novelty appeared in the newspaper offices when we attempted to represent this dial in the newspapers. In order to do this economically we avoided making a new zinc for each change of the hand on the dial by making a cut with a circular mortise in which was placed a circular block holding only the dial hand. This arrangement made the use of but one cut for each newspaper necessary. The foreman of each paper could change the hand to correspond with the receipts for each edition



Is Your Contribution in Line Yet?

The \$150,000 must be raised by next Monday night. This is extremely important to you and all Boston.

Our advance can't reach you. They are doing the best they can, but we must depend on you to send your contribution by mail, or in person.

We Know You Want to Help

There Are Only a Few Hours Left

The money goes to the use of your own children, and it is now.

Boston has not been the scene of such giving in the history of the century since. This is a great necessity.

Get busy now.

Please do write us, or send the money, for we want you to know every one of the real reasons why the charity must be continued.

Form 2539, or Form 1004.

Make payment to:

Infants' Homeopathic Hospital

651 Atlantic Square

A. B. HARRINGTON,

in charge of Campaign

WATCH THIS CLOCK DAILY



ONE OF THE FOLLOW-UP CLOCK SERIES.

of the paper. The center block was wedged in with short leads. We understand that this is the first time in history anybody ever proposed printing from a cut with a movable part, and that part a center not affected in any way by quoin pressure. It was highly successful.

We wrote the necessary ads, each eight inches across three columns and illustrating some single, telling point; organized a committee to look after outside details, ran the ads in the main newspapers, and held our hats receptively. Simple, wasn't it? One could do it with his eyes shut.

The Standard Paper for Business Stationery—"Look for the Water-Mark"

THE trimmed hedge, the clean gravel walk, the clipped lawn, the neat flower beds, the trailing vines over the porch—these put a visitor in a pleasant mood.

OLD HAMPSHIRE BOND

makes a letterhead which gives that sort of welcome to a business conference.

Let us send you the OLD HAMPSHIRE BOND Book of Specimens. It contains suggestive specimens of letterheads and other business forms, printed, lithographed and engraved on the white and fourteen colors of OLD HAMPSHIRE BOND. Write for it on your present letterhead.



Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

**SOUTH HADLEY FALLS
MASSACHUSETTS**

Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"

BEER'S ADVERTISING WAR FOR SELF PRESERVA- TION.

MANY MILLIONS A YEAR DECREASE SPURS BREWERS TO MORE ADVERTISING THAN EVER BEFORE—BOTTLE BEER NOW BEING WIDELY PUSHED—SOME OF THE CAMPAIGNS—MOVEMENT TO ADVERTISE BEER CO-OPERATIVELY.

By F. D. Sickles.

"King Alcohol" may be on the run, but he is fighting with his back to the wall, and he has chosen as his trusty weapon—advertising.

The brewers, stung to the quick by the increasing inroads of prohibition and local option, are throwing special generalship and unprecedented promotion enterprise into the breach to save their business from deterioration. When business falls off thirty-five millions a year, things have got to happen quick.

Things are happening—the brewers are concentrating upon the development of *bottle trade* and advertising as they have never done before. More than this, they have started a movement for closer advertising co-operation, to advertise beer as beer, more than by individual trade-mark names.

Immense bottling plants have been built to meet the gradual temperance changes which have discredited the saloon as a distributing factor and brought brewer and consumer (what there is left of him) closer together.

In 1907 the retail cost of the country's beer was \$914,742,661; and in 1909 it was \$879,872,542, representing a decrease of approximately \$35,000,000. The brewers admit that this may be in part due to legislative activity against liquor, but they maintain that it is *more* due to the after-effects of the 1907 panic. This theory they support by figures showing that the "wet" territories experienced a greater decrease in beer consumption than certain local option territories in 1909 as compared with 1908. Pennsylvania and Greater New York saw a drop of 5 per cent or over,

whereas "dry" Connecticut and Rhode Island saw a drop of only 2.40 per cent.

SEEKING PUBLISHERS' GOOD WILL.

As a matter of fact, much of the beer advertising is confessedly due to a desire on the part of brewers to make themselves and the cause of beer *persona grata* with those who fix the editorial policies of the publications. But that illegitimate desire has not been uppermost. Much more important has been the tendency of beer sales away from the saloons, where beer has been sold on draught, and into the homes,

**Direct From
Your Dealer**

means direct from the maker.

The case of Pabst Blue Ribbon Beer you order from your dealer to-day has been made and bottled at the great Pabst Brewery in Milwaukee. It is brewed as skillfully, aged as thoroughly, and bottled as carefully as if it were to be judged by the pure food experts of the world.

**Pabst
Blue Ribbon**

The Beer of Quality

owes its popularity to its high quality, its delightful flavor and agreeable smoothness. These characteristics have won for it the prizes of the World.

Its goodness lies in the making—the *proof* of its goodness lies in the drinking.

Order a case by phone to-day and enjoy the Beer of Quality.

Pabst Brewing Co.
260 West H. Madison St.
Philadelphia, Kansas 97

THE BOTTLED BEER APPEAL.

where beer is now being consumed so largely from bottles. The man who stands at a saloon bar asks for beer, not any particular brand of beer, as a rule; whereas the householder who begins the practice of keeping bottled beer in his home continuously grows to be a connoisseur of brands with dislikes and preferences, which may be largely shaped by advertising.

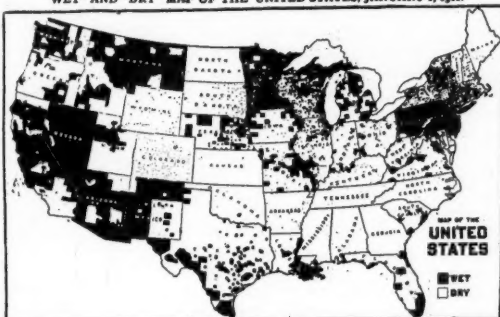
Hugh F. Fox, the secretary of the United States Brewers' Association, estimates that fully twenty per cent of the beer sold to-day represents bottle trade,

which is a much larger percentage than ever was the case before. Says Mr. Fox: "There is no question that the family consumption of beer is increasing everywhere out of proportion to the general beer consumption. The operation of prohibition and local option tends to bring the consumer direct to the producer and the demand for bottled beer in dry towns has become sufficiently important to indicate the promise of a profitable mail-order business."

This tendency has led to the perfection of beer bottling machinery within the last few years to a very heavy extent. The beer industry, like many another, has long been in the hands of the retailers. In this case the retailers are the saloon-keepers and breweries generally own big strings of saloons and make them practically a "chain of stores" for their beer alone. It is a much easier matter to work up a con-

to appreciate the new possibilities of advertising, since they have installed bottling plants. Hundreds of them, such as Col. Rupert of New York and others, have become big advertisers within the last two years, since the

"WET" AND "DRY" MAP OF THE UNITED STATES, JANUARY 1, 1910.



establishment of such bottling plants.

LOCAL OPTION AND BOTTLE TRADE.

In the Middle West where there is *county* local option as opposed to *township* local option, as in New England, the development of the bottle trade has often aided the brewers. In this territory, as a rule, when a county comes to vote upon the liquor question, the urban sections vote "wet" and tising mediums entitle them. the rural sections vote "dry." The rural vote, being greater, wins the day.

But to enforce the law in such cities has been a difficult thing. Neither the voters nor the officers of the law there favor prohibition. But, while corner saloons, doing an open business, cannot well be hoodwinked, a respectable family trade in bottled beer can be allowed to continue. That has been the brewers' opportunity and a large share of the beer advertising to-day in county local option centers of the Middle West is based upon this bottled trade.

There are to-day in the United States upwards of 1,600 brewers. Of this number not more than 100 are known as "shipping brew-



EFFECTIVE BEER LAYOUT.

sumer-demand when dealing with consumers direct than it is when the consumers must buy of a third party. It is little wonder, then, that brewers have been quick

ers," those who do an extensive interstate business. The great bulk of the business done by these shipping brewers is in bottled goods. And it is because they are selling bottled goods that they find it so profitable to advertise.

THE PABST CAMPAIGN.

The indubitable leaders have been Pabst in Milwaukee and Anheuser-Busch in St. Louis. Their advertising has been as different as it possibly could be. The Pabst advertising this year began the end of May. It has been, above all things, bold and forceful. The illustrations have had a distinction of their own, such that they could be recognized with ease, if separated from the surrounding copy. The familiar Pabst seal has played an important part. A 24-sheet poster has been run on the billboards showing a tempting plate of oysters and foaming glass and a bottle or two of Pabst.

The Anheuser-Busch advertising has been distinguished by two features, a series of baseball cartoons and a series of scenes depicting rough outdoor life, particularly in the West.

The cartoon advertisements linked up the pictures with the beer. For instance, a man with a baseball bat was shown "on top" of the world, which was pictured as a great baseball. Below the reading matter said: "Budweiser is always 'on top.' It reached the top because of its quality and purity."

Will H. Dilg, the Chicago agent who handles the Anheuser-Busch advertising and who originated the cartoon sporting page publicity idea, says the inquiries produced by the cartoons have outnumbered those produced by the old-fashioned ads three to one.

The Anheuser outdoor series has been quite as unusual as the baseball series. It has been laughed at by advertising men not a little as a waste of good space. It is stated that one of the younger members of the Anheuser-Busch concern is a lover of Indians and of all Western char-

acteristics. The pictures of the Indian group and of the Western scene are from his own gallery. The Anheuser advertising is appearing in upwards of a thousand newspapers and the number is continually being increased.

WIDENING SELLING TERRITORY.

Almost every city of size has its quota of beer producers who are ever striving to increase their selling territory in every direc-



To Get Close to Nature

will appreciate the benefits of the only most get away from the regular routine. It is a drink in itself, it is a drink in itself, it is a drink in itself.

Budweiser

will appreciate the benefits of the only most get away from the regular routine. It is a drink in itself, it is a drink in itself, it is a drink in itself.

Beck's Beer is a drink in itself, it is a drink in itself, it is a drink in itself.

Beck's Beer is a drink in itself, it is a drink in itself, it is a drink in itself.



Benefits of Beer

More people think of beer as an intoxicating drink. The good beer is much more than a beverage. It is a tonic and it is a drink in itself.

Jacob Ruppert's Knickerbocker Beer

The Beer that Refreshes

is a drink in itself, it is a drink in itself, it is a drink in itself.

Beck's Beer is a drink in itself, it is a drink in itself, it is a drink in itself.

Beck's Beer is a drink in itself, it is a drink in itself, it is a drink in itself.

A CONTRAST—ADVERTISING A BRAND AND BEER IN GENERAL.

tion and also reaching out nationally. It was not long ago that Piel Brothers were doing a small local business in East New York, Brooklyn. When the slogan about Piel's beer being the only real German beer was promulgated, however, and the beverage was advertised along those lines, sales increased almost immediately. Selling territories have been extended in a startling fashion. Today Piel Brothers advertising is to be found as far south as Houston, Tex., and almost as far in some other directions.

The plan of making alluring offers of trial cases at reduced prices will probably always continue, in spite of the many triflers who undoubtedly always take advantage of such offers. Such offers are to be found in beer ads all over the country to-day. The brewers who, like Piel Brothers, hit on a distinctive talking point are few and far between. Most beer advertising is of the general publicity kind.

FAULTS IN BEER COPY.

An over-use of black is the order of things in beer advertising. Time and again the typography is of the "reverse method," namely, white against a black background, till the monotony of it is distracting. And almost invariably the bottles of beer are shown as if they were bottles of the blackest ink. Some raw mistakes of good taste are also frequently made in the effort to justify the use of beer sentimentally or historically.

There is now a general tendency to drop the elaborately gilded signs which have from time immemorial been placed with considerable expense atop the saloons. The money which in the past has been expended along such non-productive lines is more and more being put into vigorous newspaper advertising.

There is a united effort afoot to-day to boom the drinking of beer as a drink, rather than of this or that brand of beer. An-

other such united effort is afoot to curb "knocking." The ingredients which go into beer are really so cheap that practically every beer brewed is similar and



THE GOOD HEALTH BEVERAGES

Our beers contain all the elements of nutrition arranged in perfect proportion to the needs of the human body, prepared in absolute purity and perfection.

Silver Foam

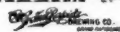
The special brew for health and vigor, light, frothy, and in flavor the most "natural" and "pure" the perfect golden beer.

Kapoor

Our Kapoor beer is made from the choicest materials and is not equalled in the flavor of the old world beers.

All Nürnberg Beer

A famous beer made with a rich, creamy head and is prepared by the best methods in the most modern breweries.



CONNECTING UP WITH THE SPORTING IDEA.

as good, generally speaking, as any other, so that to boom one's own product directly at the expense of some one else's is now being regarded as uncalled-for and a waste of energy sadly needed to combat the grimly encroaching temperance restrictions and public sentiment and education.

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

BUILDING REAL DEPARTMENT STORE INDIVIDUALITY.

THE FACTORS THAT MAKE OR BREAK PRESTIGE—DIFFERING KINDS OF TONE AND QUALITY—FITTING THE ADVERTISING TO THE HOUSE PERSONALITY.

By Robert Easton.

Of William D. McJunkin Advertising Agency, Chicago.

In the largest cities there are three classes of department stores: (1) those which consciously cater to people that do not "have to count the pennies"—that want the best and are able to pay for it; (2) those stores which aim at widespread popularity and strive to appeal to all sorts and conditions of people; (3) those which definitely aim to supply cheap goods for people that can afford no other.

Of course these classes shade into one another. There is no sharp dividing line. The "high-toned" store has a basement supplying the wants of the most thrifty-minded of patrons; and all-embracing, "popular" stores have an eye on the "fine" trade. In fact, the universal trend among department stores is always upward—toward better goods, higher-priced goods. But, to a certain extent, trade of the well-to-do gravitates naturally to the stylish, wide-aisled, well-serviced store, that of the poor to the "city's bargain center," while plain, ordinary, neither-poor-nor-rich customers just as naturally turn to the store that is midway between these extremes.

But the individuality which department stores strive after has no reference to this natural classification which a shopper makes almost instinctively—certainly after one or two shopping trips around town. The individuality aimed at is that which characterizes a department store simply as a place to trade at, which will draw an increasing volume of trade and which will *render trade permanent*. This last consideration is of immense importance, for it is less expensive to cater to a

permanent clientele than to the floating custom of the big city, which must be secured by prodigal advertising and incessant bargain-giving.

INDIVIDUALITY AS A SELLING FORCE.

Individuality—if we remember that individuality denotes also *worthy* characteristics as well as *different* characteristics—is a selling force comparable only to that "good name in man or woman" which is "the immediate jewel of their soul." It is not exactly prestige; it is not a mere reputation for modishness; not simply a synonym for square-dealing, or efficient merchandising, or low-pricing. It is all of these, or any one of these so impressed on a woman's mind that she hardly ever is tempted to shop anywhere else than at _____'s. This public knowledge of a store's individuality is oftenest, nowadays, built up by advertising. But it may be due in part, or even wholly, to efforts outside of advertising. Yet, however acquired, it is a vital and *economical* selling force.

The fact that strong, compelling individuality may be known otherwise than by advertising is illustrated by the case of B. Altman & Co. The reputation of this store was made *before advertising*, not *after*. And note what an economic force it is. A plain announcement by this store—without verbiage, unadorned—will sell the goods as surely as an advertisement, twice or thrice its size and rendered attractive by all the arts of display, proceeding from some other store. This instance is quoted not because it is typical of the methods by which individuality is usually attained but because it illustrates what an enviable possession it is and what a source of economy. In the majority of cases, however, where individuality is predicable of a department store it has been the product of advertising *backed by the goods and the service*.

INDIVIDUALITY THE STORE'S TRADE-MARK.

To the manufacturer the acquisition of a trade-mark is a simple matter, though, of course, the

50,000 More Chicago Circulation

than the three other morn-
ing newspapers combined

City Circulation of
DAILY EXAMINER, 190,000

City Circulation of Tribune,
Record-Herald,
and
Inter-Ocean, } - 130,000
combined }

Rate of
DAILY EXAMINER, 30c. PER LINE

Rate of Tribune,
Record-Herald, } combined—95c. per line
Inter-Ocean, }

Which is the better investment
Mr. Advertiser?

Chicago Examiner

Eastern Office,
M. D. HUNTON,
Madison Square Building,
New York.

Western Office,
E. C. BODE,
146 Franklin Street,
Chicago.

value of the trade-mark represents the sum of the manufacturer's activities, the excellence of his goods and the extent of their public acceptance. But individuality, which is the store's trade-mark, is a difficult, a complicated affair. No concrete, visible phrase or sign, though exclusively used by a store, begins to represent a store's individuality. Such phrase or sign may prove helpful, and much effort is directed to securing something catchy and impressive to serve as a store's slogan. But a moment's reflection will show that labeling a store as "The Store of Quality," "The Bargain Center of Busyville," "The Store That Saves You Money," and so forth, goes but a little way toward creating the individuality which builds up permanent trade. But it is in the right direction and will help if only the slogan is chosen with reference to the real policy of the store, *as that policy is revealed in the store's service.*

It is worth repeating that a slogan is valuable only in so far as it accords with the nature of the store's service. For it is in *service* that the individuality of a store centers. Individuality is that group of impressions inseparably associated with a particular store in the minds of those who shop there. One shopper's mind may be more deeply impressed with one aspect of the service—another's with another. One may shop at ———'s because goods are promptly exchanged; another because the clerks are polite; another because one always finds what one wants; another because there is no misrepresentation of values; another because it is such an inviting place to trade at; another because the "best people" trade there. And so on. One of these elements, or others like them, or a mixture of such elements, constitutes individuality—the something distinctive and good which separates one store from its competitors.

DOES ADVERTISING CREATE INDIVIDUALITY?

Yes and no. Yes, in so far as advertising is the store's propa-

ganda—the chief means whereby the store makes its service known to new customers and makes old customers conscious of things that they may have only dimly felt and seen. No, in so far as advertising is utterly inefficient when it is not a perfect mirror of store service.

All department store advertising is analyzable into two elements—news and missionary effort; news of what is happening in the store, sales, items, prices; missionary effort to make converts and establish the faith of the faithful. These two elements correspond roughly to the news and editorial columns of a newspaper. And just as in the newspaper the news is tinged (if not distorted) by the policy of the newspaper, so the sales-and-bargain news of the store is affected by the aims and methods of the store's management.

It is simply ridiculous for the proprietor of a store to tell his advertising man to "give" him advertising of such and such a character. The advertising can but "hold the mirror up to nature"—reveal the high or low aims, the firm or vacillating policy of the store management. A store with individuality may for a time be misrepresented by its advertising. A store without individuality may for a time delude the public through its advertising into the belief that it possesses individuality. By this it is not meant that conscious effort has no value in advertising, but, on the whole, advertising unconsciously tends to fit the store as a glove fits the hand. Misfit advertising is soon thrown into the discard—and sometimes succeeds first in throwing the store there.

In the broad view, the efforts of the advertising manager are confined to the creation of harmony—harmony between the public announcements and the store's individuality. The scope of such efforts is wide enough for the most ambitious. It embraces, first, an appropriate display form for the advertising—an appearance which suggests the refinement, the dignity, the high standards or the

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hustling activity of the particular store. In this alone there is room enough for the exercises of the keenest ingenuity. It includes, second, a style and manner of address comporting with the policy and ideals of the store. It is concerned, third, with every particular statement regarding goods and prices that goes into an advertisement. When it is remembered that such statements have their source in a score or more of men and women managing the various departments, it is clear that the advertising manager is confronted with a variety of daily problems rendered extremely difficult through the necessity for reckoning the "personal equation." An advertising manager who achieves harmony in the broadest sense of the term deserves well of the store.

It is no depreciation of the value of the advertising manager to recognize the truth that the important factor in advertising is the "old man"—proprietor, general manager, merchandise man—whoever may be the active and real originator of the store's policy and the dictator of the lines on which business is conducted. The "old man" may be wholly incapable of handling the advertising problem—of attaining that harmony between service and announcement of service which is the very essence of good advertising. He may and does make daily blunders in insisting on personal preferences in a sphere in which he is not sure-headed through experience. But it is for him to decide when harmony is attained by the advertising manager.

The reason why there is much poor advertising of department stores is not that advertising talent is difficult to procure. It is due to the fact that so many department store managers have nothing but a "hand-to-mouth" policy, no conception of true principles of merchandising, no ideal of public service and obstinately cling to the superstition that advertising can work miracles, can achieve results entirely unrelated to what is going on "behind the scenes."

Collier's Hardware Special

¶ All manufacturers of goods sold by Hardware Dealers, who believe it would be of benefit to them to give the news about their products in 580,000 American homes of the better class, will do well to get full details concerning Collier's Hardware Special—the issue of October 1st.

¶ There will be special trade features in connection with this issue; and it can be made, in my opinion, a most powerful selling force.

T. L. Patterson.
Manager Advertising Dept.

Collier's

THE NATIONAL WEEKLY

been developed to an extent proportionate. Perhaps the illustrations presented herewith from Canadian newspapers may serve to illustrate my meaning. Some of these ads are the work of H. M. Johnston, of the Montreal

applied to any kind of newspaper advertising—that no matter what your proposition may be it is possible to dress it up so that it will be the first thing on the page to catch the eye. The Jersey Cream advertisement reproduced is one of a series of eight, every one of which is as well displayed as the one shown.

The Moco Fabric advertising represents another style. The



Dressmaking Difficulties

focus on the matching of many colored materials with the exact colors of sewing silk.

Corticelli Spool Silk

banishes these difficulties. Every various shade of fashionable material can be matched exactly in Corticelli Spool Silk.

If your dealer doesn't sell CORTICELLI write us and we will tell you where to get it.
CORTICELLI SUE MILLS,
728 Broadway St.,
Providence, R.I.

10c Worth of Bread for 5c



Take the cream loaf 5c to any grocer in Chicago on Wednesday, March 10, and secure a delicious loaf of Big Dandy, the best bread you have ever tasted.

Madam—

This is how we will save you five hours' work every week in the kitchen.

5c Bread Coupon

Big Dandy Bread

broken border idea was carried all through the series, giving it a certain continuity and yet being sufficiently varied to make each advertisement distinctive.

The ads for O'Sullivan's Rubber Heels and for "Cobs" are good examples of the striking use of geometrical line forms in adver-

office of J. J. Gibbons, Limited. Others are from some unusually good newspaper advertisers in the United States—all instancing the power of and need for good layouts in newspapers, where an ad must be made to stand out from



MOCO FABRICS

D'ne

Lylo-Sylho



The Best Good Time

H

Motor Boat Show

Madison Square Garden
Feb. 15 to 18

a mass of gray and black covering a broad surface.

I have purposely selected pieces of copy from a number of campaigns; for I want to demonstrate that good layout may be

tising; while the ad for "Brightwaters" achieves almost booklet effect, as well as contrast, through its pictorial border.

The Big Dandy Bread ad shows an interesting modern development of strong selling talk, with design entirely subordinate. It is most effective, for, after all, ad-

vertising appeal is to the mind more than the eye.

The Magi Water advertising throughout showed an endeavor to break away from anything savoring of the commonplace; each advertisement was of a different shape, irregular in outline, and as a natural consequence stood out well from everything else on the page on which it appeared.

The dominating feature of the Sunlight Soap copy was the heavy

signed primarily as an inquiry-getter for the introduction of rural telephone lines. Display has not been lost sight of, however.



Perpetual Care

of Cemetery Lots may mean a great deal—or very little.

At Mt. Greenwood
Cemetery

Perpetual care means that every lot and every single grave purchased, as well as the buildings, inclosures, drives and walks, will be maintained in their present perfect condition.

For All Time

and that ample funds are constantly being placed in trust for this purpose.

It means that so let one single grave in this cemetery will be added without this perpetual care—hence, there will be no lots unsightly and neglected for additional care now.

It means that the spot selected and cherished by you will **sorrow**—**suffer** from the indifference, neglect or inability of those who follow you in the long years to come.

Now the price of the spot is sold. Mr. Greenwood, 20 per cent (\$20.00 out of the price \$100.00) deposited with the Chicago Live & Trade Co. 50 per cent of the price of every single grave, 50 per cent of all interment charges, and 50 per cent of receipts from monument foundations—all these amounts, practically **out fifth** of the income of the cemetery is deposited and will be **forwarded first** to make sure that the **deceased** is properly buried. The **surplus** of the grave will be **forwarded** the same subject case of Mr. Greenwood.

We believe that no cemetery in America has ever before made so broad and so liberal a provision for the protection of the interests of its lot owners. Full particulars on application.

Mt. Greenwood Cemetery Association
1411 First National Bank Bldg. Telephone Central 7333

and the reader who could get past the advertisements would have to skip the page altogether.

The Theodore A. Kohn & Son

PEARL NECKLACES

IN Paris the fortunate girl baby receives a tiny pearl necklace. On each succeeding birthday, the necklace is improved by the addition of larger pearls, so that when the girl reaches womanhood she is the proud possessor of a beautiful and valuable collection of pearls.

We have just completed a number of small pearl necklaces of fine quality which we offer at most attractive prices.

Theodore A. Kohn & Son
JEWELLERS 321 Fifth Avenue
at 27th Street

jewelry ad is particularly classy and effective in contrast.

It is not necessary to dwell at length on this subject to emphasize its importance. It is merely

Still Wearing Hard Leather Heels?

If you lie still walking on hard leather heels, you should know that every step you take sends a distinct shock to your spine and down your spine, that hard leather heels had to hurt many persons—brothers, friends, young men, boys, old men, and young women, and fast marches and leaps in walking.

It is, supposed that a person weighing 150 pounds, who walks nine miles a day, including in and down stairs, like a man that a rubber sends every country four times.

Don't you see the advantage of having your weight down on a cushion of Live New Rubber?

O'Sullivan's **Wear Heels of New Live Rubber**

Your Walk

For People Who Do Things

O'Sullivan's Heels of Live Rubber—
They don't hurt feet. They are for "every" shoe except when too strong, and they give the wearer the same as if he were on the clouds from a cushion of springs—*Live Rubber*.

O'Sullivan's Heels on the early Heels of Live Rubber—
Though they are not made of rubber, they are made of just rubber—the kind that is found in nature. Each makes a difference. In fact, no one can wear them.

When wearing rubber heels on soles of shoes of Live Rubber—
It is a help, a new grade in the shoes in the shoes for the feet. It is a help, a new grade in the shoes in the shoes for the feet. It is a help, a new grade in the shoes in the shoes for the feet.

O'SULLIVAN RUBBER CO., Lowell, Mass.

lines down the sides and the black display across the bottom. The very fact that the customary way is to run border rules across top and bottom and that this advertising adopted the opposite idea made it unique.

The King Midas Flour ad is most neatly adapted to the selling plan. The Corticelli Spool Silk ad is ably laid out and pertinent in every line. Few neater layouts have ever been made than the one for the Motor Boat Show. Most appropriate atmosphere has been achieved for the Mt. Greenwood Cemetery ad. The copy of the Northern Electric was de-

SCRIBNERS

In the matter of circulation, quality and quantity, Scribners leads all other magazines of equal merit.

Scribners, this October, leads its own record of one year ago by nearly 100,000 copies.

Scribners is a better magazine today, more popular, more desirable to more people and very much more desirable to the advertiser than ever before.

October closes September 5th

\$300.00 per page

SCRIBNERS

Or if the artist doesn't do this he is stunty and subjects the selling aim of the proposition to a strait-jacket treatment which

BACTERIA MAKES RAW MILK THE MOST TERRIBLE Foe OF THE CHILD!

JERSEY CHOCOLATE BRAND EVAPORATED MILK

cramps the vital selling force of the appeal. That is the criticism which might justly be directed at some of the Canadian designs, bold and vigorous as they are.

FOR RHEUMATISM

MAGI Water, being a uric-acid solvent, brings remarkable relief to rheumatic users. For gout, gravel and other troubles arising from disordered kidneys, it possesses very decided therapeutic value. Nor does it in any way derange the normal functions of the organs.

Yes, the use of MAGI is not confined to invalids; a glass of MAGI before breakfast will keep the most robust in the full glow of perfect health—tunes one up for the day's work.

For the table, the crystal purity and wonderfully "fresh" taste of MAGI makes it unexcelled. There is no mistake about MAGI—it is not a "dead" water in any sense of the term—just the simplest and most delicious beverage you could imagine.

Bottled only at the factory, MAGI Water, either plain or carbonated, may be bought from coast to coast. It is sold in soda, glass, quart and half-pint bottles of rubber, metal, tin, aluminum, or enameled-steel and elsewhere, or by your grocer, for the bottle on the case.

Caledonia Springs Co. Ltd.
Caledonia Springs, Ont.

MAGI
THE WATER OF QUALITY

There is a nice adjustment of the main selling aim of the copy first, the design second and the type layout and balance third, which should be observed oftener.

Easy Money

There's this about advertising in Seattle and 'round about: *It's so easy to get results.* Why? Because not only is there plenty of money out here, but also a readiness to spend it—and the most of it goes for advertised goods. For every dollar invested in advertising in the right medium you get bigger returns in Seattle than in any other part of the country. At least that's the experience of advertisers who use the

SEATTLE TIMES

The Times certainly "reaches the spot" when it comes to advertising. It's the fastest growing medium in the fastest growing market in the world. You can't cover the Seattle section without using the Times, because it has the influence and the circulation. Average for July:

Daily, - 65,560
Sunday, 83,800

An increase over July, 1909, of 1,338 daily and 3,099 Sunday.

Very few newspapers in the United States carry as much advertising as does the Times. In first half of 1910 it published 700,378 lines INCREASE over same period of 1909.

Advertise to Seattle through the Times and get results.

The S. C. BECKWITH
Special Agency
Sole Foreign Representatives
New York Kansas City Chicago

PENNSYLVANIA R. R. PLAN OF SEPARATING ADVERTISING AND PUBLICITY.

TWO DISTINCT DEPARTMENTS MAINTAINED, AND NO ADVERTISING PRESSURE BROUGHT TO BEAR.

Railroad relations with newspapers have notoriously reeked of the press agent, and do still to a considerable, though diminishing, extent.

However, a policy laid out by the late A. J. Cassatt, president of the Pennsylvania Railroad, shortly before his death, has been gradually perfected in a way that is an excellent object lesson to the border-line publicity activities of so many railways.

President Cassatt, with the same foresight responsible for projecting the daring \$200,000,000 entrance into New York, evidently saw that the railway publicity of his day was on a false basis, and that the only right relation was to use display advertising for what the railway had to say to the public, and, under a separate department entirely, provide for those legitimate functions of a publicity representative which are simply facilities and economies for aiding newspapers to get information which they ask for and which would bother other railway executives to furnish. Mr. Cassatt unquestionably saw the contradictory and even reprehensible nature of handing out advertising with one hand and reading notices, whether harmless or "salted," with the other hand. In order to obviate this, he established two entirely separate offices.

The development of this bureau in the last four years has been highly satisfactory. Since the passage of the new federal law on the subject, it is illegal to give newspaper men passes good for inter-state trips. But that has not precluded passes good within the newspaper men's own state, and the majority of the roads have given these sweet morsels in the hopes of gaining editorial favor. But these passes have been done

away with, too, under the Pennsylvania's new régime, being objectionable upon more scores than one. And, with the free pass system abolished, the last vestige of an "axe" in any copy sent the newspapers from the publicity bureau has vanished.

The publishers have appreciated that they have been under no obligations whatsoever to the railroad. They have been given to know that whatever is sent them is sent simply as a routine news facility, and that whether they print it or not makes no difference, and is probably not even known to the advertising department.

No copy has been sent excepting that which has been of real news value, aside from the fact that it has mentioned the Pennsylvania. If newspaper men are of a different opinion as to that news value, they are welcome to throw it in their waste-baskets. When they do so and even when they have gone so far as to criticise the railroad editorially, they find that their Pennsylvania advertising contracts come along exactly as before.

To-day newspapermen regard the word of the Pennsylvania as they do the word of few, if any, other railroads. Honorable methods have brought respect. It remains to be seen what other railroads will come to an appreciation of what constitutes legitimate activities for a press agent.

And yet it is a fact that the Pennsylvania Railroad's efforts in this direction have so far been misjudged as being insincere that within a few weeks the advertising account of this railroad has been solicited by a large agency, its plea being that it could get anything the railroad might want into the news and editorial columns of any paper or papers in the land!

The very fact that such a solicitation has been made by a well-known agency shows all the more clearly that there is much still to be done in the matter of separating display advertising and editorial matters, both with agencies and with publications.

"The Economical Way to Cover the Country Is to Advertise by Districts"

XVI

There's a big extra inducement to advertise your goods **right now** in

The Advertising District of Cincinnati

In about ten days vast throngs of people will be flocking to Cincinnati to view the splendors of the Ohio Valley Exposition, open from August 29th to September 24th. It's a splendid opportunity to make an advertising "hit," and the advertiser who takes advantage of it will reap a great harvest of results. The thousands of visitors, of course, will follow the lead of the home folks and read

The Cincinnati Enquirer

The Enquirer is famous not only throughout the Ohio Valley, but also in every other part of the country. In its territory it is recognized as the Great Home Paper, the Great Want Ad Medium, the Great Result Bringer for all kinds of advertising.

During the Exposition advertisers in **The Enquirer** will get a largely increased circulation without any increase in rate.

Start your campaign in this section **now**.

FOREIGN REPRESENTATIVES:

I. A. KLEIN, Metropolitan Tower, New York
JOHN GLASS, Peoples' Gas Bldg., Chicago



Richmond, Va.

The local merchants of Richmond are thoroughly wide-awake and up to date.

When the RICHMOND EVENING JOURNAL made good they gave it their support.

With the quick realization that they were profiting from their newspaper advertising as never before, they hit it up harder.

Where? In the RICHMOND EVENING JOURNAL.

When? Right away, not with a promise to "see about it when I make up my list next year," but usually that very week.

Why? Because Richmond is their whole field. They cannot afford to make a mistake, nor continue one.

What's the result? The RICHMOND EVENING JOURNAL leads every other Richmond newspaper in local advertising by a wide margin.

How about the general advertiser? Well, he has been much slower about it. Richmond is only one city of many with him. He often acts as if he can afford to make a mistake.

BUT HE CAN'T.

The circulation of the RICHMOND EVENING JOURNAL is now over 18,000 copies daily.

SMITH & BUDD CO.
Advertising Representatives
Brunswick Bldg., New York; Tribune
Bldg., Chicago; Third Nat'l
Bank Bldg., St. Louis.

A RIKER-HEGEMAN CHAIN OF 3,000 DRUG STORES.

With the merger of the Riker and the Hegeman chain of drug stores into one corporation capitalized at \$15,000,000, interest in the retail drug field again becomes acute. It is expected that the new Riker & Hegeman Company will make the most powerful bid for retail business which the drug trade has yet witnessed. After Hegeman's twenty stores in Greater New York and vicinity have been co-ordinated with the twenty-eight or thirty of Riker's in Greater New York, Jersey City and Boston, and the stores of each have been removed from the competition of those of the other, the new combine, it is expected, will grapple with the problem of forging a truly national chain.

Heretofore the business of these two concerned has not measured up to the ideal, as a real organizer would comprehend that ideal. In several instances a Riker store has been pitted against a nearby Hegeman store, and the waste by such competition must have greatly irked the controlling powers. It is said that where there is such a conflict one of the stores will now be removed to a new field.

The precise facts have been impossible to get at. From inside, but only semi-official sources, the statement is made that one-third of the \$15,000,000 capitalization will be preferred and two-thirds common stock.

That the merging of the two large drug store chains creates a value, in the eyes of the management, greater than the total of the two, is proved by the capitalization of \$15,000,000. This is nearly double the combined capitalization of Riker's, which is now \$2,500,000, and of Hegeman's, which is \$6,000,000. The difference between \$8,500,000 and \$15,000,000 would seem to represent the officials' idea of the worth of the opportunities awaiting an extension inland of the chain store plan. To date neither Riker nor Hegeman has gotten further west than Newark, N. J.

Both chains have been extensive advertisers. If it really proves to be the case that the Riker interests will be in control, it is fairly safe to expect a vigorous extension of the advertising policies of Riker's. "It is safe to buy at Riker's" has been exploited in the New York newspapers persistently and in fairly large space. It is safe to assume that a very similar slogan will be noised abroad through the newspapers as the new combination puts out link after link through the various cities of the interior. It is authoritatively stated that new advertising plans have not yet been considered.

The advertising talks of William C. Freeman, advertising manager of the New York Mail, which have been so widely read and commented upon, are now being syndicated among a list of newspapers which includes the Philadelphia North American, Chicago Post and others.

THE SUCCESSFUL MAN.

"The successful man is the one who understands the art of advertising, and as advertising pays the business man it must be evident to the people who have at heart the advancement of the country that international expositions are just what we want to attract the best class of immigrants," said Representative Harry L. Maynard, of Virginia, recently, in discussing the proposed Panama exposition to be held either at San Francisco or New Orleans, in 1915, in commemoration of the opening of the Panama Canal.

Mr. Maynard is a member of the House committee on industrial arts and expositions.

A widespread campaign of advertising to introduce the trade-mark "Rochester Made Means Quality" is being planned by the Chamber of Commerce of Rochester. It is proposed to take full pages in at least two of the leading magazines. Layouts have been prepared by the assistant secretary of the organization, Mr. Barstow, which have space for the names of fifty Rochester manufacturers. The matter is to be placed before each firm in the city and it is expected that many will take advantage of so inexpensive a method of national publicity.

John R. Wilbor, who has recently been appointed advertising manager for the Booth Fisheries Company, comes from St. Paul, Minn., where he was for twelve years prominently identified in the shoe industry. Mr. Wilbor's experience with the retail dealers of the country in educating and assisting them in promoting the sale of household commodities equips him to handle with exceptional advantage his new duties.

The Zodiac Sky Advertising Company has been incorporated under the laws of the state of Delaware, with a capital stock of \$30,000. The announced purpose of the company is to spread advertising upon the horizon by means of air-going devices, machines, kites, balloons, etc. The incorporators are: Benjamin Burgess Moore New York; Sydney S. Breese, Southampton, N. Y.; Edwin S. Beach, Ridgefield, Conn., and James M. Satterfield, Dover.

Sadae Takaki, the Japanese advertising agent, who has branches in Osaka, Tokio and Kyoto, recently held an advertisement literature exhibition in the three cities in which his offices are located, and succeeded in attracting many advertisers to see it. The exhibition included nearly two thousand newspapers, magazines, books and drawings relating to advertising, from many countries.

The Boston Journal held what is called "The Journal Flower Day." Thousands of bunches of flowers were collected from their readers and distributed to the poor of Boston. This affair aroused a great deal of interest and was conducted most successfully.



From their sales records of the past year many manufacturers and distributors have learned valuable lessons. Most of them are selecting advertising mediums this year with care, caution and judgment born of trying experience.

For nearly thirty years the UTICA



has been going steadily ahead. Its place in the home has become a fixture. Respect, esteem and confidence have been earned.

Nearly one hundred and forty thousand homes of thrift, comfort and intelligence welcome it week after week.

And those, too, in one of the most prosperous and responsive sections of the United States and the world, *interior New York, New England and adjacent states.*

We want to lay the facts and figures before you.

SMITH & BUDD CO.

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Third Nat'l Bank Bldg., St. Louis.

NATIONAL "FER-MIL-LAC" MARKET UNDER PECU- LIAR DIFFICULTIES.

DAIRIES LICENSED AND PRODUCT
MANUFACTURED LOCALLY—ADVER-
TISING CONTROLLED CENTRALLY—
OBJECT LESSON TO OTHER "LOCAL"
PROPOSITIONS.

If anyone desires an example of American ingenuity in the ambitious building of a national market, despite all sorts of manufacturing and distribution drawbacks, he ought to study the Fer-Mil-Lac selling methods.

There are to-day scores of local manufacturing propositions and markets which are firmly declared to present obstacle after obstacle, each insurmountable, to a national market. Not one of them, however, can show the complicated discouragements for national sale that a proposition like Fer-Mil-Lac has presented. The ingenuity with which they have been overcome is an object lesson to others.

Fer-Mil-Lac is milk to which has been added the now famous Bulgarian culture discovered by Prof. Metchnikoff.

When, however, the St. Louis Dairy Company (which owns patents covering the culture process) recently took up the idea of a trade-marked cultured milk they met with formidable difficulty. From the moment that a culture is added to sweet milk it continues to act, whether the milk is confined in an airtight bottle or can or not. Unless consumed within a fixed number of hours, it is unfit for use and unsalable. This necessitated different sales methods, for, obviously, goods could not be centrally manufactured. Considerable thought and study of the situation has resulted in the evolution of a new method of selling in the foodstuffs line, namely, that on the basis of a *manufacturers' license*, issued to dairies throughout the country.

The new cultured milk was named Fer-Mil-Lac. The Fer-Mil-Lac Process Company was organized. Responsible dairy companies in their respective ter-

ritories have been interested in the line. Those which have wished to take up Fer-Mil-Lac have been made manufacturing licensees.

This has meant that the Fer-Mil-Lac company has allotted these several dairy companies their local territories to operate in. The Fer-Mil-Lac company now supplies them with the Bulgarian culture, or "starter," as it is familiarly known, which they add to their own sweet milk and make Fer-Mil-Lac. The Fer-Mil-Lac company is paid a percentage royalty on sales of local dairies.

Already Fer-Mil-Lac is being offered the public on this basis



ONE OF THE CENTRALLY DESIGNED ADS. by the St. Louis Dairy Company, the Supplee Alderney Dairy, of Philadelphia; the Pikesville Dairy Company, of Baltimore; the C. H. Hood & Co. Dairy, of Boston, The Detroit Creamery Co., Detroit, and the Slawson-Decker Co. Dairy, of New York. The list of "locals" is being added to continually. Before long it will probably embrace the whole country.

CENTRALLY CONTROLLED ADVERTISING.

Perhaps one of the most interesting things in this connection to the readers of PRINTERS' INK is the method in which the Fer-Mil-Lac advertising is carried on. Under the terms of the contract, made by the parent company with the local dairies, the former agrees to pay for a certain amount of local advertising, the proper and requisite amount being decided upon mutually.

In this manner the advertising of the various localities is made

uniform, the same electros being used in the newspapers, and each locality is made to do its proportionate share toward producing a national reputation for Fer-Mil-Lac. In this manner, too, the local dairies are kept from putting too much of their own personality into the Fer-Mil-Lac advertising, thus making it more difficult, should occasion later necessitate it, to shift the local license to another and rival dairy.

The local dairies are supplied with every kind of advertising



A CLEVER LAYOUT.

adjunct, too, such as Fer-Mil-Lac booklets and window hangers, etc., to enable them to round out their selling campaign so as to include the cafés, hotels and soda fountains.

Whether the manufacturers' license method of merchandising foodstuffs which because of their peculiar nature are perishable and other products will succeed remains to be seen. But certainly the method is suggestive and the results in the case of Fer-Mil-Lac will be awaited with interest.

Edward S. Babcox has accepted the position of advertising manager with the Yawman & Erbe Mfg. Company, manufacturers of filing devices, of Rochester, N. Y. Mr. Babcox came from Cleveland four years ago to become assistant advertising manager of the company mentioned and he later accepted the position of assistant advertising manager to the Burroughs Adding Machine Company, Detroit. He assumed his new duties August 1st.

William F. Logan has resigned as advertising manager of the Standard Mail Order Company, of New York.

The Des Moines, Iowa, Register and Leader and The Evening Tribune Gained 108,206* Lines IN JULY

This was 93 1/4% of the
combined gain of all of
the Des Moines papers.

*R. and L. gain, 53,830 lines.
Tribune gain, 54,376 lines.

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

The circulation of the WASHINGTON STAR,

both daily and Sunday, is greater by many thousands than that of any other newspaper at the National Capital.

The supremacy of The STAR is undisputed.

THE DEADLY UNIFORMITY OF
SOME FOLLOW-UP.

NORWOOD, O., August 13, 1910.
PRINTERS' INK.

I am interested in your subscribers' experiences as to "Why Some Advertising Does Not Pay."

In *System* a few weeks ago a certain typewriter advertisement announced that on application a booklet of "How you could increase your business" would be sent you. I was interested in increasing my concern's business. I filled out the coupon, pasted it to our letterhead and—as I suspected an imitation typewritten letter—I called particular attention to the fact that ours was a *publishing* business.

A prompt mail brought a letter that their representative would call (I had expected this also) and that the booklet was being sent. I awaited both with interest—especially the booklet. It arrived and I read every word of it to find "how I could increase my business"—that of publishing. It told how *retail dealers* could increase their business by writing letters of form character to lists of customers. It gave samples. Not a word on publishing or the problems of a publisher's business. Biff! Into the wastepaper basket.

I awaited their representative. He came. I told him. He left.

ALBERT STRITMATTER.

WANAMAKER'S ADVERTISING
ADVICE.

If there is one enterprise on earth that a "quitter" should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom. He should know before he begins it that he must spend money—lots of it. Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power.—*John Wanamaker.*

The Sioux City Ad Club held a banquet a fortnight ago which was attended by 250 ad men, at which the project of getting the 1912 convention of the Associated Advertising Clubs of America for Sioux City was broached. Resolutions to this end were passed and preliminary steps were decided upon.

Raymond L. Kreighbaum, advertising manager of the *Interstate Grocer*, has been appointed assistant sales manager and manager of publicity for the Berger Manufacturing Company, of Canton, O., making sheet metal products.

The Northwest Arkansas Boosters' Club held a banquet at Rogers, Ark., August 6th.

The Frank Presbrey Company is now handling the advertising of Reed & Barton, silversmiths, New York.

A PAPER RECORD.

Both in production and shipment of newspaper, June was the high record month since statistics on this subject have been gathered by the Commissioner of Corporations, starting in October, 1908. In June the production was 101,241 tons, the previous record having been in June last year, when the output was 92,824 tons. This year's June output is 102 per cent of "normal." The 1910 figures, however, include forty-nine paper manufacturing concerns, while in 1909 they were received from only forty-three companies.

June shipments totalled 96,667 tons, compared with an average of 86,000 tons for the preceding five months. Stock on hand at the close of June amounted to 23,719 tons, compared with 19,593 tons at the close of May. There were 47,200 tons on hand June 30th last year.

NEW ADVERTISING KINK.

Says the London *Pall Mall Gazette*: "The latest trick of the cinematograph is to show scenes from a fashionable thoroughfare, theatre or driving park. After the little drama has been played, there appears in the gateway whence the crowd issued the words: 'The dresses worn by the ladies in the last picture were made by the celebrated _____,' whoever the dressmaker may be who is advertising her establishment."

BUFFALO "ADISTS" PLAY BALL.

The Buffalo Ad Club put a baseball team into the field August 6th and it was beaten by a team representing the Shriners before a crowd numbering 2,000 and more. Preceding the game there was a parade through the streets of Buffalo in which appeared a number of illustrious advertising characters from the advertising pages of the publications.

C. H. Brockhagen has been appointed business manager of the *Seattle Post-Intelligencer*. For the past six years he has been advertising manager of this newspaper. Before that he was advertising manager of the *Farmers' Tribune* and *Successful Farming*.

Martin V. Kelley, formerly of the MacManus-Kelley Advertising Agency, and Frederick M. Randall, who was associated with Lord & Thomas, have been engaged to take charge of offices for the Charles H. Fuller Company, at Detroit. Both gentlemen have handled many automobile accounts.

The Wm. D. McJunkin Advertising Agency, of Chicago, has opened a New York office at 124 East Twenty-fifth street. W. Gaylord Tucker, Jr., well known in Eastern advertising circles, assumed the management of this office on July 18th.

The Atlantic Advertising Agency has been incorporated to do a general advertising business in New York City. Capital, \$10,000.

"The Breeder's Gazette is the Farmer's Greatest Paper."

W. A. HENRY, America's Foremost Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication. No name is continued on its subscription list after the period for which we have been paid has expired.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

This means that your advertisement, appearing in its columns, is placed before an audience of nearly one-half million readers.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high class business announcements.

Rate, 50 cents an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere, or address

THE BREEDER'S GAZETTE

358 DEARBORN ST., CHICAGO

OR

Wallace C. Richardson, Inc.,
41 Park Row,
New York, N. Y.

George W. Herbert,
First National Bank Bldg.,
Chicago, Ill.

Member Standard Farm Papers Association.

DO THE OMAHA PEOPLE READ THE DAILY NEWS?



WATCHING THE OMAHA DAILY NEWS BULLETIN BOARD

63,689

DAILY AVERAGE PAID CIRCULATION FOR THE
MONTH OF JULY, 1910.

MORE COPIES SOLD DAILY THAN ALL THE
OTHER NEBRASKA EVENING PAPERS
COMBINED

NO OTHER PAPER IN THE UNITED STATES SO
THOROUGHLY COVERS ITS TERRITORY

C. D. BERTOLET,
1105 Boyce Building, Chicago

JAS. F. ANTISDEL,
366 5th Ave., New York.

OSCAR DAVIES,
Gumbel Bldg., Kansas City.

THE OMAHA DAILY NEWS ROUNDS OUT A SUCCESSFUL YEAR.

ADOPTED THE PRINCIPLE OF CLEAN ADVERTISING AS WELL AS A CLEAN EDITORIAL PAPER—REFUSES TO PRINT LIQUOR OR OBJECTIONABLE MEDICAL ADVERTISEMENTS.

Almost a year ago the publishers of The Omaha Daily News decided to refuse all liquor and objectionable advertising. There were many misgivings, it is true, about the financial success of such a policy, but the past eleven months have been an agreeable surprise in the matter of financial and circulation success and the better class of advertising that has been attracted to the paper.

The circulation has increased to 7,845 paid a day more than a year ago, July net paid average being 63,589, which is more than the press run of all the other Nebraska evening papers combined.

The advertising has increased 149,940 lines over the eleven months previous to August 1, 1909.

During this same period there have been refused 167,748 lines, approximately \$13,000, of liquor and what were considered objectionable medical ads.

The kind and quality of the advertising has also shown a great improvement. Such advertisers as these are increasing their appropriation or adding The Omaha Daily News to their list. Many are exclusive Daily News advertisers.

Allen Bros. Co.; American Sugar Refining Co.; Alcock's Plasters; American Tobacco Co.; American Radiator Co.; Ainslee's Magazine.

Butterick Trio; Bobbs-Merrill; Burlington Watches; Brush Runabout.

Coca-Cola; Cluett-Peabody; Cadillac Motor Cars; Calumet

Baking Powder; Cobb Cigars; Courier Weeklies; California Fruit Growers' Exchange; Comfort.

W. L. Douglas.

Equitable Life; Elgin Watches.

Franklin Autos; Fleisher's Yarns.

Gold Dust Twins; Gold Medal Flour; Goodrich Tires; Glidden Varnish.

Horlick's Malted Milk; Hunyadi Janos; Home Friend, Houghton-Mifflin Co.

Jackson Mushroom Farm.

Kayser Gloves.

Lenox Soap; Lyons' Tooth Powder.

Mayer Boot and Shoe Co.; McKibben Hats; Mitchell Autos; Metropolitan Life; Mutual Life; A. C. McClurg & Co.

Nemo Corsets; National Phonograph Co.

Oldsmobiles.

Puritan Flour; Progress; Popular Monthly; People's Magazine.

Rumford Baking Powder; Rambler Autos; Remington Typewriters; Reach Sporting Goods.

Sunkist Flour; Smart Set; Sallada Tea; Spare Moments; Saturday Evening Post; Sperry & Hutchinson; Smith Premier Typewriters; Toasted Corn Flakes; Seal Shipt Oysters; Shaw-Walker.

Tone Bros.' Spices.

United Cereal Co.; United Cigars.

Victor Talking Machines.

Woman's World; Winton Autos; Wrigley's Spearmint; Woman's Home Companion; Waltham Watches; White Rock.

Pretty good company to be in, and then you get the guarantee of the greatest number of the most intelligent and prosperous readers in Omaha and the state of Nebraska.

Advertisement

We are the exclusive
National Selling Agents
for the space of more
than three-fourths of the
cars in the United States,
Canada, Cuba, Mexico,
Porto Rico, Brazil and
the Philippine Islands

STREET RAILWAYS ADVERTISING COMPANY

HOME OFFICE: FLATIRON
BUILDING, NEW YORK

WESTERN OFFICE
FIRST NAT'L BANK BLDG.
CHICAGO

PACIFIC COAST OFFICE
HUMBOLDT BANK BLDG.
SAN FRANCISCO

HOW THEY GOT INTO THE ADVERTISING BUSI- NESS.

SOME INTERESTING ACCOUNTS OF
HOW SOME WELL-KNOWN ADVER-
TISING MEN STARTED IN THE
BUSINESS — HOW STARTS ARE
MADE NOWADAYS—THE BEST WAY
TO GET TRAINING AND EXPERIENCE.

By H. D. Ellsworth.

When you inquire into the earlier experiences of many men who are to-day occupying important positions in advertising you find that the majority of them "grew" into the business.

Not all of them like Topsy, to be sure, but, nevertheless, they were often dragged in by the heels unexpectedly, or suddenly found themselves in, without knowing really when they started to go there. Some co-related fields, like the newspaper, printing, the sales-force, trade journalism, and other things placed them in the path of the phenomenally growing business of advertising, and there they were!

As a result of this peculiar condition, many advertising men of to-day have an interesting "past." In fact, taken in a lump, the advertising profession represents a greater variety of business experience and points of view in the training and past work of its devotees than possibly those of which any other business can boast.

Take, for example, Herbert G. Ashbrooke, advertising manager of "Jap-a-Lac." From the time he was twenty until he was twenty-five he was employed in a wholesale drug house in Indianapolis—could you imagine anything further removed from advertising? He left that to take up fire insurance for the next four years; and if you can see any advertising training in that your eyes must be supernaturally good. But he met F. A. Glidden, and joined him in 1899 as a salesman on the road. After a time Mr. Ashbrooke was struck with the possibilities of Jap-a-Lac, though, according to his own confession, "I knew nothing of advertising at the

time." Yet he asked to be placed in charge of advertising, and learned by making many mistakes. "I have often thought," says he, "how foolish some of my statements about advertising must have sounded to advertising men who were soliciting our business and some of whom had spent their lives in a study of advertising. But I was determined to learn, and availed myself of every opportunity to talk with advertising men and to read a great deal that has been written on what, to my mind, is the most interesting subject in the world."

O. C. Harn, advertising manager of the National Lead Company, was once a reporter on a Cleveland newspaper—then became editor of an architectural journal and later on became one of the proprietors and editors of a grocery trade paper.

It was in this connection that he became interested in advertising, through writing the advertisements for patrons of the publication and helping in the planning of their campaigns, finally throwing himself into the thick of the thing by going with one of his clients, the H. J. Heinz Company, until he was called to take charge of the advertising of the National Lead Company.

The experiences of a great many other advertising men would be found to be very similar to Mr. Harn's.

They found an opportunity to help in the advertising of some advertiser, showed their adaptability for the work, then advanced step by step to a good position.

A number of advertising men have secured their start by inducing some local merchant to let them prepare his advertising copy. This gave them a chance to show whatever ability they had in this line and it was rapidly developed, until a better opening was secured.

Truman A. DeWeese, director of publicity for the Shredded Wheat Company, was a newspaper editorial man originally. He went from a paper in Michigan to the *Chicago Record-Herald*, and then got mixed up in editing

"What to Eat," now *National Food Magazine*. It was a rather simple step to get acquainted in this capacity with the Shredded Wheat folks, and he took up their advertising.

The two greatest sources from which advertising men are drawn are the newspaper and the salesforce. The newspaper seems to have a peculiar fitness in developing versatility and terse, graphic writing, important qualities in advertising. The salesforce, in turn, is developing the newer type of advertising man, who is not only a writer, but a practical selling man who can combine copy writing with analysis of concrete selling conditions. The combined advertising and sales manager is growing out of this tendency to put a sales-trained man to the work.

R. A. Holmes, advertising and sales manager of the Crofut-Knapp Company ("Knapp Felt" Hats), entered advertising through the sales department, and is a prominent example of the sales and advertising manager combined.

F. X. Cleary, advertising manager of the Western Electric Company, also graduated from the company's selling force into the advertising department.

Herbert Proudfit, recently made advertising manager of the Aeolian Company, was on the selling staff of the company originally, and later assistant advertising manager.

S. C. Dobbs, advertising manager of Coca-Cola, was on the road as an ordinary salesman for some time. Then he was made sales manager, and later also advertising manager.

At the same time, there are some who have lapped into advertising and sales departments by the same old newspaper route. Roy B. Simpson, who is just retiring as sales and advertising manager of the Keller-Santo Vacuum Cleaner Company, Philadelphia, entered advertising from the newspaper and printing end. He was a practical printer in Arkansas at seventeen or eighteen, and soon after became a mailing clerk

with the Fort Worth *Gazette*, and at twenty years of age circulation manager. At twenty-three he was working on a farm paper, and at a feed experiment station got acquainted with grain feed advertisers. Later he became assistant advertising manager of the Quaker Oats Company.

This illustrates the frequency with which men were drawn into advertising, ten and twenty years ago, simply through propinquity and allied activities. Another prominent advertising man's start was like this: he was first a printer's devil, then, being ambitious to write, started a column of observations for the newspaper in whose composing-room he was working. These writings attracted a rival newspaper's attention and he was offered an editorial position. One day a real estate advertiser asked for his assistance in preparing advertising (not knowing where else to go) and the young man, then but twenty-one, found he liked the work and did more of it, finally getting a number of clients and started an agency, which grew into general advertising and brought him to the attention of prominent agents and advertisers.

Many solicitors for agencies, special agents and publisher's representatives (who represent, usually, a rather separate division and type of training) are very frequently drawn from newspaper and trade-paper soliciting staffs, though a large number are now trained directly on the staff by older men in the field. There are now so many ambitious college men who are eager to get experience in advertising solicitation that openings are very quickly filled, and there are even waiting lists.

An unusual instance of a solicitor and circulation manager becoming an agency copy man and advertising manager is afforded in the case of C. C. Winningham, who recently left Lord & Thomas as head of the copy department, to become advertising manager of the Hudson Motor Company. Mr. Winningham was a big success as circulation and business manager

of the Muncie *Star* and later with the *Star League* of newspapers.

As a matter of fact, no business experience is without value to one in the advertising business. The closer he has been to selling conditions, the better advertising manager he makes. It is a mistake to assume that writing ability and a knowledge of type are an adman's requirements.

George P. Metzger, advertising manager of the Columbia Phonograph Company, has been everything from office boy to typewriter salesman and rubber tire representative, to say nothing of running a bicycle repair shop! He drifted into agency work after some breezy advertising work for a large concern, and was chief copy man in the Hampton Advertising Agency, mainly because of a fertility of ideas that were practical.

Others have gotten into advertising most unexpectedly. One of the ablest women in the advertising field was a newspaper writer

and later a stenographer. In one position she was given advertising work to do because nobody else seemed to consider it above a stenographer's calibre, and her work attracted the attention of an agency, for which she later did some very important work.

In a number of cases advertising men on the copy staff of agencies have been chosen as advertising managers. An interesting example, is that of W. W. Wheeler, advertising manager of the Pompeian Massage Cream Company. He was originally a newspaper man who, when he struck a hard time to make connections, was taken on the Hampton Advertising Agency staff. As he was a learner, he had no easy time of it and finally connected with the George Batten Agency, from where he was called to become Pompeian's advertising manager.

Ellis Howland, advertising manager of the Kellogg Toasted Corn Flake Company, was doing trade

The Brains of An "Ad Man"

whether he be copy writer or solicitor must be keen—always. Fatigue, mental or physical, dulls the edge. When your brains refuse to cut

DRINK

Coca-Cola

It relieves fatigue—refreshes mentally and physically and pleases the palate.

5c Everywhere



Whenever
you see an
Arrow think
of Coca-Cola

RESERVATIONS

Can Now Be
== Made ==

IN THE

*Thanksgiving
Number*

*The
Christian
Science
Monitor*

BOSTON, MASS.

====
Local and National
Circulation

*Rate for this num-
ber, 20c Per Line*

BEST POSITIONS AFFORDED
EARLY RESERVATIONS

100 pieces copy now
in; also 20 full page
reservations

====
NEW YORK CHICAGO

Suite 2092-3
1 Madison Avenue

750 People's
Gas Building

reporting for the New York *Journal of Commerce* before being asked to join the Kellogg forces. Harry Ford, advertising manager of the Chalmers-Detroit Company, was also a forceful writer for newspapers, etc., before his advertising experience with the National Cash Register Company and Chalmers.

Marquis Regan, until lately advertising manager of Yawman & Erbe, worked on Kansas City and Iowa publications in various capacities, and developed some original ideas of advertising classification. Agency work was his stepping stone to an advertising managership.

But if many now prominent "evolved" into the business others shouldered their way into it. The story is told how E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, offered to work under the title of stenographer, since the advertising was not then considered enough to engage a man's time.

It has been growing increasingly hard to secure a start in the business, due to the large number of those whom the business is attracting. A great many raw and extremely poorly equipped young men (as well as women) have been attracted in various ways, frequently by the representations of irresponsible schools and classes of advertising. Many of these have an erroneous idea that they can get their training in advertising agencies. As a matter of fact, it is constantly becoming harder to secure an opening for learners in agencies, and the best agencies have for some years now refused to employ any but experienced men.

General advertising is rarely the right place for a beginner to start. He needs retail advertising experience, and also business experience. It is practically hopeless for a school teacher, for instance, or anyone without business experience to undertake advertising.

A well-known advertising man is advising all who ask him how to "get a foothold" in the business to go behind a retail counter and learn to talk advertising

first, or go out and sell books or anything. Then write circulars and learn how to handle words.

One or two correspondence schools are very helpful in providing technical groundwork, but a certain temperament is needed to be successful in advertising—a versatile, alert and naturally adaptive temperament and a business-like tendency of mind. Without this, failure is very certain.

Some rather pitiful, yet determined, efforts are made to get into agencies. One college graduate, a plucky son of wealthy parents, actually agreed to work as mail boy in order to get inside the coveted portals of a famous agency, which had no use for beginners. Of course, this was a mistake, for the poor boy couldn't learn much more than if he had looked in at the windows!

Any young man who has it in him to make a success of advertising work will "find a way" to get into the business. This very ability to "find a way" to accomplish things that are desired is one of the chief characteristics of a successful advertising man.

One man who is now in charge of the advertising of one of the largest corporations formerly held a very good position with a large contracting firm. He decided he wanted to get into the advertising business and quit his job in order to take a beginner's salary in a small advertising agency. He had the spirit and determination that win out. Another young man learned stenography in order to secure a position as stenographer in an agency. Conditions in the advertising business are not the same to-day that they were a few years ago.

Advertisers do not care to risk their advertising problems in the hands of men who are not thoroughly experienced, where not so long ago it quite often happened that the advertiser took a bright young man from his sales staff and put him in the office "to look after the advertising." Consequently, beginners to-day have to start very humbly, and take a long road full of a very great many things to learn.

THE SOLICITOR AND PAUCITY OF FACTS.

THE TEXAS COMPANY.
Petroleum and its Products.
NEW YORK, Aug. 10, 1910.

Editor of PRINTERS' INK:

I notice that the advertising manager has been coming in for quite a little criticism from both the agency man and the advertising solicitor. As a member of the humble fraternity of advertising managers who were evidently—according to these criticisms—created a little less than the solicitor and a great deal less than the agent, I would like to mention one or two points which have come continually under my observation in conducting my work. In the first place, I am somewhat disappointed at the character of argument, which the average advertising solicitor, evidently, thinks will pull business out of me. He appears to forget that having studied advertising, the advertising manager does not have to be persuaded as to the value of advertising in general.

Unless he thought it was valuable, he would not be in the business. What the advertising manager has to decide and what is the most difficult for him to decide, is the range of mediums which will best suit his purpose, having reference to the amount of money which he can afford to spend on his particular product or products. At the best of times this is a difficult matter and one which calls for considerable judgment, and when the solicitor for advertising labors apparently under the impression that a little general talk, the forceful manner, or a smooth monologue are all that is necessary to convince the manager of his proposition, he is losing a great opportunity and at the same time giving the advertising manager very little credit for intelligence.

I do not hesitate to say that out of one hundred advertising solicitors who visit me, approximately 75 per cent have only a partial array of facts or else none at all as to the value of their proposition. At the same time I know of more than one successful advertising proposition which, according to the solicitor's story, must have originated with, have been fed and nursed by, at least six different advertising men.

I need, and would welcome at any time, facts about the advertising in which I am interested, and I endeavor to see all the advertising solicitors who visit me, but so many of them have studied neither their own nor my proposition that I find it impossible to do so.

Facts as to the value of advertising, concrete facts, are pretty hard to get anyhow, although we are all aware of its success in many ways. When the advertising solicitor can't give them, who can?

H. TIPPER.

Herbert S. Houston, vice-president of Doubleday, Page & Co., addressed the Advertising Club of Oklahoma City August 3d.

WHAT "HAND-TO-HAND" NEWSPAPER ADVERTISING HAS DONE FOR DEVOE PAINTS.

A MILLION A YEAR INCREASE FOR SIX YEARS—CLOSE PERSONAL TAB KEPT UPON MEDIUMS THROUGHOUT THE COUNTRY—HOW THE CAMPAIGN IS MADE—"FOLLY TO ADVERTISE FOR A SHORT TIME ONLY."

By Lynn G. Wright.

An expenditure of less than \$20,000 a year has not only maintained the sales of the paints of F. W. Devoe and C. T. Reynolds Company, of New York, but has increased the business *a million dollars a year for the past six years.*

Charles H. Post, the advertising manager, gives the credit to newspaper advertising. Mr. Post is one of the staunchest advocates of newspaper advertising in America. He told the other day how he was won to the newspapers.

One day about thirty years ago Mr. Post found himself in Indiana, driving from one small town to another with a wagon-load of signs. These, advertising Brown's Camphorated Dentifrice, he tacked up where he thought they would do the most good.

He had kept his eyes open and discovered that there was little demand for dentifrice of any kind in the smaller towns. The rural residents were not disposed to indulge in such dudish luxuries. So Mr. Post refused to waste the signs upon an unresponsive community and hoarded them until he should come to a place whose size indicated that its citizens might have some regard for their teeth.

At nightfall he drove into Columbus, a small city. Assuring himself that here was a place that would warrant a concentration of signs, he went to bed with a call left at the desk for 3 a. m.

With the first streaks of light he arose, tucked as many signs as he could carry under his arm and set to work. He went down

one street and up another, and his route was marked by a blazed trail of Brown's dentifrice signs. At the corners he selected a nice tree and tacked up four signs, so that a person coming from any direction would see at least one. Through the business part of the town he stuck up the signs on awnings, doorsteps and telephone poles.

The sun as it rose looked down upon a thorough job. Mr. Post himself was fain to acknowledge that he had turned a pretty good trick.

After breakfast he sailed out after the storekeepers.

"You've seen the signs?" he asked the first man, a druggist.

"I should say I had. They are everywhere."

"Well, that is what you are going to benefit from if you take a stock of the dentifrice. How many bottles?" Altogether he sold five dealers and left them ready to meet the big demand that would surely follow.

A year later Mr. Post was in the town again. He went from one store to another, collecting sale figures. "And how many bottles," Mr. Post asked a representative of PRINTERS' INK, "do you think had been sold in that town in twelve months?"

"Well, considering the way you covered the town with your signs you must have had a lot of business," was the answer.

"We sold just one bottle!" Mr. Post said.

One bottle in a year!

"Of course," explained Mr. Post, "there may have been some peculiar reason to account for this grotesque showing, but I took it to mean that the advertising was not the kind for the product. I made a pledge to myself then and there that if I ever was in position to direct the advertising for any manufacturer I would use the newspapers. I know that signs have accomplished wonders for some things, but I am merely stating my experience."

It was accordingly only natural that Mr. Post turned first to the newspapers when he became advertising manager for the F.

Send a Letter to Each of 327,000 Home Folks

**Not Uncle Sam's way—too expensive
Try it our way**

Think of telling your story 52 times to the same home folks for little more than a cent. Hundreds of advertisers are doing it—proving continually that there's nothing like it for getting business. 100 lines in

THE WOMAN'S NATIONAL DAILY

will carry your news. 60,000 women stockholders (American Woman's League Members) will help spread it—will loyally co-operate with you. 327,000 subscribers (more than 1,500,000 readers) will read it and be influenced by it. The average of 5 readers to a home must hold good in this case because it's a newspaper—and a family newspaper at that.

No organization in the world is more "Clannish" than this League of enthusiastic women.

No movement has developed in years, which has roused enthusiasm—created a loyal following like the American Woman's League.

The Woman's National Daily is their official organ—they are bound to support it from duty as well as choice.

The value of their support in dollars and cents is daily being proven by our hundreds of advertisers.

It's new—It's a winner—It's worth your investigation.

Write for our complete plan applied to your individual business.

THE WOMAN'S NATIONAL DAILY

CAL. J. MCCARTHY, *Adv. Mgr.*,

UNIVERSITY CITY

ST. LOUIS, MO.

CHICAGO OFFICE

1700 First National Bank Building

NEW YORK OFFICE

1702 Flat Iron Building

W. Devoe and C. T. Raynolds Company fourteen years ago.

Entrusted with money for the first year's expenditure for advertising, he made up his mind that he should spend the cash to the greatest effect. Before that not a dollar of it had ever gone to the newspapers to help sell the company's paints and varnishes. Signs, signs, and then more signs, together with store cards and posters, had been the main reliance.

It must not be supposed that the Devoe company was a weak stripling in the selling field. The business was established in 1754, and with its 156 years of continuous history the firm had built up a very respectable business indeed. But like other old concerns, it was beginning to feel the competition of newer enterprises which had arisen after the advertising idea was beginning to be generally adopted.

With the responsibility of making advertising a vital part of this old firm's sales policy, Mr. Post understood that it would be fatal to make many false lunges. He was, of course, inundated with suggestions and with solicitations of the magazine, newspaper and sign men who, in some mysterious way, had learned that there was going to be "something doing" in Devoe's. The law was laid down to him by so many different authorities that he determined to be a law unto himself. Then if he should fail he would have only himself to blame.

He packed his valise and betook himself to New England. He talked with storekeepers in Massachusetts, Vermont and Maine. He found them all believing that newspaper advertising would be best.

This strengthened his own conviction arrived at several years before. He called in John E. Powers and asked him to write ads that would sell Devoe paints and varnishes in the small cities and the villages. He wanted rugged, honest copy—short sentences that were as frank and unadorned as a farmer driving to town with a wagonload of potatoes.

He got it (though this Powers series has been the butt of severe criticism) and he ran it. He contracted for three-inch space in several hundred small city dailies and country weeklies in New England. The advertising ran in the form of readers, usually scattered in small bits through the pages.

It had been decided to commence the advertising in Maine and then proceed gradually down the coast to Texas. This progressive campaign was seven years getting to the small Texas towns and cities, but when it did finish its course the country was covered to the complete satisfaction of Mr. Post, who, to tell the truth, is a very particular man.

For the first three years the advertising made no tremendous splurge. Dealers who had been appointed as special agents reported sales as good, but nothing remarkable. In the fourth year the advertising began to exhibit that interesting quality known technically as cumulative effect. As the farmers and the townsmen read each crisp Devoe message they added the impression to that already made by hundreds of others which in the course of half a hundred months or more had been forming in the back of their minds. Like the mercury in a thermometer, the record of sales on Mr. Post's desk in New York began to climb slowly up. Each year showed \$100,000 or \$200,000 more sales than the year before—and the expenditure of \$20,000 was the same. The increase was a wonderful testimonial of the same cumulative effect referred to.

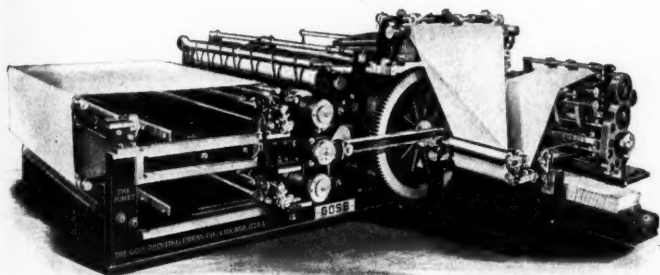
"The most foolish advertising in the world," said Mr. Post, "is that which is thrown out for a month or a year and then draws back into its shell. Manufacturers who throw up the sponge in this way are forfeiting the great increase that will surely come if the advertising is wisely done. In our case we have thrown a loaf upon the waters, and it has returned in the form of scores of loaves."

In all these years Mr. Post

The Goss "Comet"

Flat Bed Web Perfecting Press

This Little Machine will Print, Paste and Fold Four, Six or Eight Pages of either a Six or Seven Column 13 "M" Standard Size Newspaper



THE "COMET" flat bed web perfecting press is the very latest accomplishment in newspaper machines for perfecting a four, six or eight page paper from type forms.

It is the most economical newspaper press on the market, and will save time, labor and money for the publisher, from the day of its installation.

It will save money because it takes less power to operate than any web perfecting press on the market.

It will save money on every paper it prints, as the cut of the web and reduced margins will make a continuous saving of white paper.

It will save money because there are less than half the composition rollers to maintain. All composition rollers are interchangeable; while the inking fountains are of the thumb screw variety (screws two inches apart).

The "COMET" will take up a floor space twelve feet square. It is four feet eight inches high, and will weigh sixteen thousand pounds, while a five horse power motor will be ample power.

Is this not an **ECONOMICAL PROPOSITION?**

Patented and Built by

THE GOSS PRINTING PRESS CO.

New York Office
1 Madison Avenue
Metropolitan Life Bldg.

16th St. and Ashland Ave.
Chicago, Ill.

London Office
92 Fleet Street
London, England

hasn't taken the say-so of any man—kind friend or publisher. He believes that had he kept himself at his desk he would have made a supreme fizzle of the campaign. The things that he has learned by traveling about have been of vital importance. Literally, the Devoe campaign has been "hand-to-hand" with local conditions and adjusted closely with them. Of all the thousands of contracts placed Mr. Post says that he has written less than ten at his desk.

Go down to Mr. Post's office in Fulton street most any day and more likely than not you will find a battered traveling bag resting in a handy corner. Ask about the personnel of any paper, country weekly in Otego, N. Y., or small daily in Rockland, Maine, and he will tell you what time the editor goes to dinner or how he's trying out a new wrinkle to increase circulation.

Mr. Post has been in most of the towns, five thousand or more, in which his advertising is appearing or has appeared. He has talked with dealers and with publishers. He has found often that the paper he was considering using wouldn't do at all. Another weekly or daily in the same town has been found to be far better. By comparing notes, by setting off what he has learned from dealers and what he has been told by publishers themselves, he has been able to arrive at a pretty accurate understanding of the status of most papers he is using.

Papers change. Occasional visits make Mr. Post aware of how they change. He has discovered that the new paper down the street is winning a better circulation. The weekly may not have over 3,000 circulation, but if it proves to be 1,000 larger than the one on the Devoe list, the advertising is switched. There is little guesswork or far-away estimates in this campaign. Every penny is made to do the greatest possible amount of work.

But \$20,000 could not keep the advertising in all the newspapers of the Atlantic seaboard at once. Devoe copy is a fixture in a paper

for a period of five or six years, until, in fact, the trade is brought to a satisfactory point. It is then withdrawn and the dealer is supplied with store cards, hangers and booklets to distribute.

In this way the part of the appropriation withdrawn is invested in a paper in a new territory.

There is another reason, and a good one, for this withdrawal. Mr. Post had reason to believe that in many instances the dealer was coming to rely almost wholly upon the advertising to create Devoe business. The dealer was enthusiastic, but passively so. He was frequently willing that the advertising should do all the work.

Said Mr. Post:

"After the advertising is withdrawn the dealer usually wakes up to the fact that he has been making money on Devoe paints. He wants to do something. He therefore is most willing to scatter the signs and even to run at his own expense the electros furnished him gratis by the Devoe company. In this way the dealer is brought to maintain the Devoe sales at the zenith reached by the advertising."

Mr. Post says that after long experience he is able to ascertain when this zenith of sales possibilities is reached.

Mr. Post is campaigning in the smaller cities and the towns because there is more paint used in them than in larger communities, in proportion to population. He asserts that there is not so much paint used in a city of 100,000 as in one hundred towns of 1,000 population each.

Country newspapers are settling down into more businesslike methods. Rate cards are more sensibly constructed, and Mr. Post believes that there is less deviation from them than formerly. The smaller publishers show symptoms of beginning to understand the bearings of a good advertising policy. Quotations of circulation also are more dependable.

When a good newspaper does not produce business, Mr. Post goes to that town at the first opportunity.

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Editor

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MORE EVIDENCE OF THE AUTO
CRAZE.

L. STARR & Co.

BOSTON, MASS., July 21, 1910.

Editor of PRINTERS' INK:

We recently issued an ad which was rather unique which we would ask you to kindly criticize and comment upon. The returns from this ad were far beyond expectations, our big store being crowded all day.

By the way, an element regarding mercantile salesmanship has been dubiously on our minds, and being subscribers to your most invaluable book, we are bent on asking your indulgence to assist us in solving the problem. To our minds the question resolves itself thus:

"Is it deemed inadvisable for a saleswoman to approach a customer, or should the customer be permitted to roam about the department undressed until she evidences an intention to purchase?"

L. STARR & Co.

[NOTE.—If the above ad pulled the class of trade desired it can hardly be criticised. It is most enterprising, and certainly ingenious in conception, though stunt sales do not pay always.

There is a happy medium to be observed in treating customers in a store. Polite suggestions may be made to visitors who stop to examine merchandise, providing they evince interest. But it should be the privilege of

a shopper to discourage attentions of any kind should she be in a mood for "looking around" only.—EDITOR.]

PROOF POSITIVE THAT "PRINT-
ERS' INK" IS STUDIED.

MALCOLM V. BOLTON & Co.

Real Estate.

CEDAR RAPIDS, IA., Aug. 5, 1910.

Editor of PRINTERS' INK:

That there is a widespread interest in house organs throughout the United States, and that PRINTERS' INK is assuredly a widely read publication, is evidenced by the mere mention of *Bolton's Real Estate News Budget* in the June 16th issue of PRINTERS' INK. We have received twenty-three requests for copies of our house organ from firms located in twenty different cities in fourteen different states.

We think these facts may be of interest to you and are wondering what might have been the results from an ad offering something that your readers needed.

NELSON B. WEEKS,
Advertising Manager.

John Othen, who recently joined the staff of *The Player*, the official organ of the White Rats of America, has been promoted to the position of advertising manager, succeeding A. B. Montgomery, who is now business manager.

**The Chicago, Rock Island & Pacific Railway
Pays Its Employees \$2,500,000 a Month**

Most of this money is spent for Clothing, Jewelry, Watches, Furniture, Toilet Articles and other merchandise such as is consumed by the average American family.

The purchasing power and purpose of the railway employee is 'way above the average.

You can reach Rock Island railway employees definitely, surely and economically only through their own Magazine, which is of vital personal interest to them and reaches them every month with the pay check.

This Magazine circulates through 15 prosperous Middle West states, and reaches 40,000 families.

We will be glad to send you a copy and give you full and satisfactory proof of its merit. May we?



ROCK ISLAND EMPLOYEES' MAGAZINE

H. E. REISMAN, Managing Editor

La Salle Street Station

CHICAGO



METHODS AND SUCCESSES IN COMMUNITY BOOSTING.

A PRACTICAL SURVEY OF PLANS AND IDEAS BEING USED THROUGHOUT THE COUNTRY — REACHING YOUNGER GENERATION — GETTING LABOR FOR MANUFACTURERS — BETTER ADVERTISING SKILL BEING EMPLOYED — MERE PRESS AGENT PUBLICITY DISCOUNTED — "BOSTON 1915"

By S. C. Lambert.

II.

After a city has decided that, to be in the running, it, too, must advertise to hold it own, or better still, to grow, what is the first step? This is the very practical question confronting scores of new cities a month.

The impulse is to contract for space in some newspapers or magazines. But inasmuch as the appropriation for advertising is often as low as three thousand dollars, other ways of going about the task have been devised by ingenious communities. In times past the "press agent" ate up most of the available funds in various abortive and mendacious ways; but nowadays little confidence is placed in the "free notices" which can be secured by dint of much coaxing and questionable ingenuity. The direct appeal is found the thing that pays best.

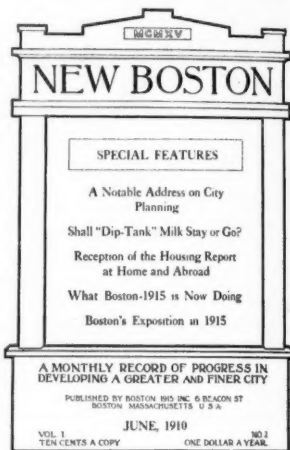
Every community naturally attracts to itself a certain number of inquiries from home seekers and business men in search of locations. The proper answering of these may produce excellent results, and is the first business-like duty of community boosting.

Louis G. De Armand, who has just been engaged as publicity man by the Janesville Chamber of Commerce, brings to his new position the habits of the trained advertising agency man. In a statement to *PRINTERS' INK* he says that he believes it is a mistake to "fire" out broadcast printed matter by the thousands of copies. He urges that the city be regarded as a commercial en-

terprise pure and simple—having no essential difference in the eyes of the "booster" from the private business which turns to advertising.

He believes accordingly in the personal note. In the Janesville campaign now gathering headway personal letters will be used with a strong follow-up.

"Janesville has prosperity to sell to good men, women and industries, and she will try to sell it in an individual, personal way," remarks Mr. De Armand.



COVER OF BOSTON BOOST PUBLICATION.

Janesville confesses itself not satisfied with its slow but sure growth of the past. Only ninety miles from Chicago, it has caught the contagion of that big town's spirit of wanting to be bigger very quickly. It believes that it has been in a rut. Working with Mr. De Armand is a freight man who is able to explain shipping advantages to the inquiring manufacturer. It is the intention to make the present thriving industries of Janesville a point of departure and advertise along the lines indicated by the city's proven strength.

Each town has its peculiar advantages and its peculiar needs which the publicity work can take advantage of and supply.

Oshkosh, Wis., is an example. L. K. Bronson, secretary of the Chamber of Commerce, informs PRINTERS' INK that the organization has confined its energies to certain specific points, rather than planning more than it could accomplish.

"We have recently," he writes, "advertised to bring to Oshkosh labor which was badly needed by the manufacturers and the public contractors. That advertising has been done through the Long-Critchfield Advertising Agency, of Chicago, with a three-column eight-inch display ad with a special electro cut in 218 papers in northern Wisconsin and Michigan. We also put up 250 posters of similar tenor. The results were very satisfactory. We have secured probably 2,000 additional hands for this city's employers. We have never done any general advertising in newspapers or magazines."

Mr. Bronson reports that although he has issued many booklets, they were of so general a nature that results could not be traced. Oshkosh, like Janesville, does not believe in sending booklets broadcast. Rather it aims to advertise in the personal way.

INTERESTING THE YOUNGER GENERATION.

Cottage Grove, Ore., through its commercial club, is considering the plan of having the school children write to all their friends telling them of the section. Thus it is hoped to interest the future citizen in his early years when the growing boy is wondering what he is going to do in life and where he will do it. The deep impressions of childhood are likely to harden, in later years, into a conviction. Cottage Grove isn't afraid of advertising now to secure results ten or twenty years hence.

Humboldt, Cal., Chamber of Commerce has discovered that an insertion of an advertisement in the metropolitan dailies is always followed by a sharp increase in the number of inquiries received; and that this increase stops entirely within two or three weeks

after stopping the advertisement. Special editions of the local papers have about the same effect—not quite so pronounced, to be sure, but somewhat longer sustained. Some years ago Humboldt issued a couple of rather pretentious booklets. While these were found to pull, the cost was too great to justify sending them



ANOTHER GOOD HOUSE ORGAN.

to the average inquirer. The postage on these was ten cents and thirteen cents.

A good publicity man can use a sharp eye to advantage in trying to determine along what particular lines to work. A. L. Crane, secretary of the Sacramento County Chamber of Commerce, after looking the field over carefully, decided that the chief need was farmers. Thousands of rich acres around him were unoccupied. It is to be noted that the average business man in the Sacramento district did not regard very highly the efforts to grow through advertising. Like some residents elsewhere, they were unable to perceive that the growth of their community would better their own condition—making their

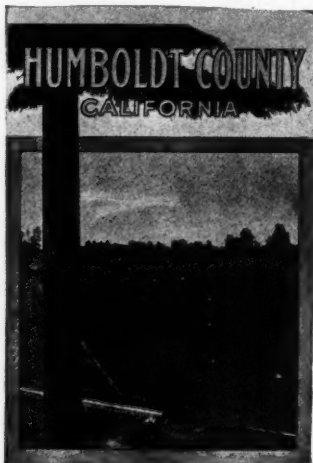
holdings increase in value and multiplying their opportunities for profit.

So Mr. Crane set about trying to inject enthusiasm into the indifferent by advertising in the local papers. Within a year's time almost every resident of the city and the Sacramento valley was interested and willing to lend aid. In the second year booklets were printed and the inquiries began to flow in. A judicious answering of these by personal letters started a small rush of immigration toward this newly exploited land of possibilities. Mr. Crane states that correspondence has proved the most effective. "A great many people have visited the Chamber of Commerce through letters alone," he says, "and factory and business interests have found locations in the city, county or valley which appeal to them as good." About \$15,000 has been spent the past year, this including salaries and office expenses.

HOW BOSTON GOES ABOUT IT.

It was left to Boston to champion the cause of the "effete East" against the allurements of

Boston pooled the efforts of its various associations into the consolidated movement called "Boston 1915," the inroads of the



the Western town, and to provide the interesting spectacle of an advertising tug-of-war between the new and the old. Until

Western resident-getter were not very seriously disputed. Most Eastern towns were inclined to feel that it was one of the divine rights, supported by Horace Greeley, of the young men to "go West," and what was the use of opposing the star of Empire, anyway? Feeble and muscle-bound feints have been made by many Eastern towns to advertise themselves, but it was only recently that such towns as Rochester, Harrisburg, Cleveland, and especially Boston, woke up to the fact that they had inducements right at home for the enterprising young fellows who would be the sinews of some city in the near future. Why not keep these ambitious youths at home?

"Boston 1915" is modeled upon nothing except its ideas of what is best to promote its welfare. Patently, the ways of the Western commercial club were out of order in settled New England. Opportunities of the East are as old as the hills and lack the glamour of possibilities in Idaho,

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California, Oregon or Montana.

"Boston 1915" is a "get-together" scheme, as Lewis E. Palmer, the managing editor of *New Boston*, the organization's official magazine, terms it. It has organized the thousand and one Boston associations of all sorts into "group conferences" which focus interest and attention and give foundation for accomplishment.

"Boston 1915" is a body of eighty-five business, civic, social and educational experts regularly elected by 1,200 of the leading organizations of the city and suburbs. This body is studying and promoting the industrial, commercial, social and moral advancement of Boston. It is doing this by applying "modern methods of business investigation, co-operation, avoidance of duplication and publicity to the fundamental problems of city development."

"Boston 1915" worked for a sane Fourth this last July. It

has promoted a series of boys' games, it has given attention to the disposal of the city's waste. Briefly, it throws itself heartily into social betterment as well as publicity work. It is working with other agencies to perfect a city plan for Greater Boston. It gets its name from its purpose to have an exposition in 1915 which shall show not only what Boston has accomplished, but the best that is being done all over the world in municipal development to enhance the health, happiness and the efficiency of the Boston citizens.

New Boston, the magazine, is the medium of group expression and publicity. It is at once a sociological periodical and a monthly report to the members of the organizations and the world in general of how the plans are getting on. It has a paid editorial staff, and prints contributions upon apropos subjects by well-known authorities in the civic and sociological field.

The New Orleans Item

has doubled and quadrupled the sale of many advertised articles in New Orleans, Louisiana and Mississippi, within six months after the copy started running.

The New Orleans Item is a clean, high-grade, independent newspaper. It carries the advertisements of practically every advertiser of consequence, who wishes to reach the largest obtainable audience in the largest and most populous City of the South. To cover New Orleans and the New Orleans territory today, the use of The New Orleans Item is absolutely essential.

The circulation of The New Orleans Item is over Thirty Thousand daily and Sunday.

The New Orleans Item carries the greatest amount of classified (want) advertising and also of department, clothing, and shoe store advertising, as well as more foreign advertising, than any other New Orleans newspaper, solely because of its result bringing properties.

ELMER F. CLARKE, Business Manager

SMITH & BUDD COMPANY, Special Representatives
New York Chicago St. Louis

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Founded 1888 by Geo. P. Rowell.

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1008. ROBERT C. MEHAFFEY, Mgr.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 110 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.

J. GEORGE FREDERICK, Managing Editor.

New York, August 18, 1910.

The Status of the Special Agent

Despite his detractors, the special agent continues in the advertising business a greater force and factor than ever. A little book just issued for gratuitous distribution by the Benjamin & Kentnor Company catalogues the surprising number of 727 important daily papers that to-day employ special agents in New York. The representation of these papers is divided among seventy-two special agents, an average of ten papers to each. Furthermore, these figures relate only to daily papers and do not include the many New York representatives of farm papers, religious papers, trade papers, out-of-town magazines, women's publications and other periodicals occupying special fields. The total is astonishingly larger and the rate at which the number has grown of late years justifies the opening statement in this paragraph and warrants serious consideration of the special agency as an institution.

PRINTERS' INK has received, from time to time, some bitter at-

tacks upon special agents as a whole. These diatribes we have uniformly declined to publish because we could not see that they served any useful purpose to the advertising community in general, and we could see how they might mislead and prejudice new and inexperienced advertisers. Generalities are always dangerous, and particularly so in the advertising business. It is unfair to condemn special agents in general because some of them have been caught in reprehensible practices. For example, what earthly significance is there in the fact that a publisher, upon changing his special agent, discovers that his former representative has been paying him the short rate and collecting the long rate from the advertiser? There is no general significance in such an incident beyond the axiomatic truth that there are black sheep in every calling. How unfair to base upon isolated cases of this kind a sweeping condemnation of special agents as a whole! It simply points to the necessity of publishers and advertisers alike knowing those with whom they do business and discriminating between the worthy and unworthy. The Benjamin & Kentnor catalogue shows both classes, but the proportion of special agents doing business on straightforward, ethical grounds is as high as in any other calling, perhaps higher. There is another kind of criticism leveled at the special agent. Happily, this does not relate to the unpleasant subject of sharp practice, but rather to the economic position of the agent. The point is made in the following letter to PRINTERS' INK from one of the largest advertisers in the country—large and experienced enough to know better:

What benefit is the special agent to the advertiser or to the publication which he represents? It takes money to maintain expensive offices in New York and the high salaried staffs which occupy those offices. In the case of a big daily, as much as 25 per cent of the total amount paid by the advertiser remains in the hands of the advertising agent and the special representative. In the case of a small daily, the amount is still greater—I have heard it estimated at as high as 40 per cent. The advertiser's expenditures

are not greater because of the activities of the special representative, but, because of the existence of the special representative, the advertiser gets actually less for his money than he, otherwise, would—so does the publisher. What useful purpose does the special representative serve? As I see it, he benefits no one but himself, and he is a source of needless expense to the advertiser and to the publisher.

If I am wrong, I should like to know it; if right, I believe the publishers ought to know it.

The special representative—for newspapers, I mean, not magazines—knows nothing about advertising or merchandising. He takes up time and gives nothing in return for it.

The man who wrote the above (we do not give his name out of consideration for him and the good opinion in which he is generally held) has a large number of well-paid salesmen on the road. If he could profitably eliminate these salesmen, the cost to the consumer might be 25 or 40 per cent lower—but he can't. They are as necessary to the successful conduct of his business as his bookkeepers or his factory superintendents. The grocery trade might as well complain: "Your salesmen take up my time and give nothing in return for it."

Now, the special agent is the publisher's salesman in the foreign advertising field. If he had proved an unnecessary cog in the wheel—a burdensome and unproductive expense—the publisher would have dispensed with his services long ago. But no, the special agent continues to multiply and the number of papers that find it convenient and profitable to be represented in the foreign field increases every year. This being the case, it behooves the advertiser and the general agent to accept conditions as they exist and to turn to practical account the information and facilities possessed by the special representative. There is no use worrying about how much money the special agent makes for himself and whether it is tacked on to the publisher's rates. He is likely to make more rather than less, and if he does it will certainly be because he has earned it, in the publisher's opinion, at least.

A fairer ground of criticism than any of those named above is

that the special agents as a whole have not done enough creative work in assisting advertisers to understand the distribution aid and the peculiar fitness of newspaper advertising for developing more sales. So busy have some of them been in the efforts to purloin one another's papers and to underbid the other fellow's contract with his publisher, that they have not had time to get the broad view which the situation demands. There is no question about it, the great newspapers of the country have not been getting as a whole the amount of foreign business to which their great merit as advertising mediums entitles them. Twenty years ago, the special agents, as an institution, were well established and prosperous. During this period, other mediums, then regarded almost as outlaws, have been standardized and become powerful factors in the advertising world. Similar results cannot be secured for the newspapers until petty jealousies are laid aside and a spirit of co-operation substituted. A strong hand is needed at the helm, but it is more than a one-man job. Organization is needed and a plan of campaign should be formulated. It is not so much a question of booking the orders that are already predestined for the newspapers as of going out and doing real missionary work. Many advertisers who might profitably use newspapers in addition to their present mediums are deterred from doing so by reason of exaggerated ideas of the cost, by the apparent difficulty of handling so many widely separated units and other considerations which an intelligent presentation would clear up. The special agents have right here the opportunity of their lives.

And in such work, PRINTERS' INK will be glad to contribute its co-operation.

"Purveyors to Royalty"

Someone has said that the only advertising over which the British business man will wax really enthusiastic is the privilege of

dubbing himself a purveyor to some royalty or other.

The *Scotsman* recently told that during his life King Edward had issued 940 warrants appointing various tradesmen and manufacturers as purveyors to his needs by Royal Warrant. The significant part is that those who received them and have for years been using this advertisement, accompanied by the Royal Arms on letterheads, signs, labels and all advertising, must now *remove* them, for their "warrants" last only during the lifetime of the sovereign granting them. Queen Alexandra has granted 186 Royal Warrants, including 38 wine merchants, 26 jewelers, 8 perfumery manufacturers, 16 tailors, 12 hatters, 5 soap manufacturers and 10 dressmakers.

To the practical, even if prejudiced, American mind there is something most unbusinesslike about this practice, to say the least. King Edward's beneficiaries under the Royal Warrant scheme have focused their advertising efforts almost entirely on this coveted preference. The death of a human being has cut this completely from under them, and made their printing matter obsolete. And, such has been their use of it, that it is as if the National Lead Company were suddenly compelled to drop its Dutch Boy Painter or the National Biscuit Company its In-Er-Seal.

The actual business value of the warrant is also open to much question. Nine brewers held "Royal Warrants"—yet it is confessed that King Edward drank no beer! There has also been much faking of this supposed trade-pull mark.

It must be admitted, however, that if our American spirit would permit such a system with regard to our Presidents, there would be flocks of just as eager advertisers endeavoring to win favor by using the President's recommendation. As it is, advertisers are constantly endeavoring to get this sort of recommendation and foolishly attaching considerable value to it. The rank and file of people will not buy hats or rifles or autos

just because their President uses that brand.

Bunco Mail-Order Real Estate, Etc.

A new aspect of fraudulent advertising has developed. The harm to the prestige of the community from which it emanates is arousing citizens and trade organizations.

The Half Million Club of Jacksonville, Florida, is fathering a worthy plan to protect Florida from the innumerable bunco real estate schemes which are now being manipulated by a small army of flim-flam real estate men. The Half Million Club has a new viewpoint in community boosting. It believes that a community's fair name may be built up quite as much by defensive methods as by offensive methods, the latter including advertising and the like.

With the object in view of protecting the reputation of Florida in general and of its own vicinity in particular, the Half Million Club is exerting its efforts to acquaint the public with the pitfalls which are at present awaiting many a purchaser of Florida real estate. It has published a series of booklets dealing with the subject and is giving them wide distribution. One of these is known as the "Tell-the-Truth" booklet. Another is entitled, "Mail-order Real Estate." It contains some very helpful and practical suggestions as to details which every prospective purchaser of Florida real estate should know before any money passes hands and then how that money had best pass hands to avoid later difficulties. These lines of investigation are summed up in sixteen questions, put into appropriate form, to be asked of real estate dealers.

The Half Million Club's idea is a particularly worthy one. Communities are either boosted or hurt by advertising, and there is no room for doubt that extensive fraudulent advertising severely hurts any community. California and Texas have received hurts from fraudulent oil stock advertisers; will they, too, defend themselves?

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134,208

Circulation into HOMES of desirable class
and unsurpassed purchasing power

The Globe

AND **Commercial Advertiser.** 1912
NEW YORK'S LARGEST NEWSPAPER.
NEW YORK

Quantity Proved

To Whom It May Concern:

The following is a detailed statement of the daily circulation of the New York Globe for the month of July 1910, as shown by press room and circulation department reports:

July 1—132,675	July 16—137,900
" 2—139,690	" 18—131,960
" 4—275,004	" 19—130,880
" 5—152,250	" 20—131,850
" 6—135,280	" 21—131,160
" 7—136,320	" 22—132,090
" 8—134,930	" 23—133,685
" 9—138,640	" 25—129,820
" 11—135,410	" 26—129,440
" 12—134,100	" 27—130,970
" 13—134,220	" 28—132,680
" 14—132,900	" 29—130,050
" 15—130,950	" 30—135,350

The total circulation was 3,630,204 which when divided by 26, the number of publication days covered, shows the average to have been 139,623. Eliminating the holiday the average was 134,208 per day.

State of New York } ss:
County of New York }

JASON ROGERS.

Jason Rogers, Business Manager of The Globe, does solemnly declare that the statement of circulation given above showing an average of 139,623 per day during July, is true and correct to the best of his knowledge and belief.

M. S. HANWAY,
Notary Public.

New York, August 2nd, 1910.

Quality Proved

Successful modern advertisers realize that definite information regarding the quality of a paper's circulation and exact information as to where it is sold is even more essential than mere quantity distributed to readers of unknown purchasing power. Where all of these important factors are plainly proved and guaranteed advertising can be bought with the same certainty as any other business commodity.

The Globe

AND **Commercial Advertiser.** 1912

represents the largest quantity of high-class circulation of any New York evening newspaper. It is a newspaper made to interest and appeal to people of refinement and intelligence usually deemed to possess the greatest purchasing power. Its circulation of 134,208 per day is

90% in Greater New York

or within 20 miles of the New York City Hall.

Proof of Quality

Examine any issue of The Globe and judge for yourself if the large number of people who buy it and take it home every evening are not the sort of customers you want to reach.

Advertisers in The Globe are frankly shown exactly what they pay for

The Globe Is The Globe—Not An Imitation

The largest quantity of high class circulation of any evening newspaper.

ADVENTURES IN SOLICITATION.

SOME HUMOROUS AND SIGNIFICANT
EXPERIENCES WITH SOLICITORS—
THEIR RESOURCEFULNESS AND IN-
FORMEDNESS.

By An Advertising Manager.

II.

The solicitors, I find, are pretty accurate students of business conditions, and if I wanted to get an index to trade temperatures throughout the country, should go quickly about writing to half a dozen of my magazine friends for the information. Many of the representatives are original and profound in the manner of going after business. I sometimes wish that more were. The danger that lies closest to their door is that of over-soliciting the business of the country. There must come a time when even the most interested and complaisant advertising manager must wax weary of the repetition of the mediums and their worth. But if the solicitor can present to the advertising manager an indication of familiarity with his own business, can show a knowledge of trade conditions that affect his firm, then the solicitor will have a ready and hearty welcome.

A friend of mine, who is upon the advertising staff of a widely read periodical, discovered that in a city in his territory was a man who made what appeared to be a valuable article of general use. He was a man of considerable fortune, and well advanced in years. His business had grown slowly by the virtue of pure merit, and he had a deeply appreciative public. The solicitor went quietly to work, and found out all he could about the manager of the business, his policy, his personal peculiarities, his ideals. He studied the situation in this particular manufacturing field thoroughly. He saw there was competition; but he also assured himself that the article made by this old manufacturer was far and away the best of its kind in existence. Then, upon a day, bright and

early, he called upon the goal of his ambition. He was admitted, and saw before him a plain office, an unpretentious desk, and a white-haired, white-bearded gentleman with piercing eyes. The whole aspect of the man was expressive of the question, "And what do you expect to find here, young man?"

The solicitor told who he was, and what he represented.

"My young friend," said the old gentleman, "you need go no further. I have heard you advertising men talk before. You need not waste your time, nor mine. I have done business for forty-two years without advertising, and I guess I can do it a few more without it, too."

"Mr. —," the magazine representative replied, "I am not going to talk about my magazine. I am going to talk about your business and its failure."

The proprietor of the works sat up.

"If you will permit me," said the solicitor, "I want to tell you that you have been false to your trusteeship."

The elder man gasped.

"What trusteeship are you talking about?" he demanded. "What are you driving at, young man?"

Then the solicitor saw that his time had come. He gave the old gentleman the history of his own business; the annals of his competitors' careers; the present state of the business as a whole.

"And you, sir," he concluded, in the same easy conversational tone he had employed throughout the interview, "are a trustee in a double sense. You are not only the trustee of your stockholders' interests, but also, in a wider sense, a trustee of the public's interests. You are producing what is undoubtedly the best article of its kind in the world, yet you are keeping the knowledge of it from the people to whom its use would do the utmost good."

He stopped here, and departed, in spite of the old gentleman's protests. He saw that he had accomplished his purpose. The seed had fallen upon good

ground. A few days later he received a request to return, and that conference was the beginning of an advertising campaign that is familiar to all students of the gentle art of publicity.

A personal experience of my own will illustrate in another way this point that I am trying to bring out. In one of the great business centers of the United States is a manufacturing concern which produces an article much used by the devotees of an ancient and kingly sport. Years of experience have brought to this product a degree of skill and excellence that places it far ahead of all competitors in the essential features that the sport demands. I had occasion to go to the sales-rooms of this house, and got into conversation with the president of the company. He had satisfied my wants and I gave him my card in order that he might have my address for delivery purposes. It happened to be my business card, and when he saw that I was engaged in the profession of advertising, he confided to me that he, too, was interested in the subject.

"But it troubles me," he said. "I do not know what to do or where to turn. One man gives me this advice and another that advice. I guess I have a hard proposition."

I told him that no proposition as good as his was a hard one, but he shook his head. "I don't seem to get a start with it," he said.

Now, the sport that he manufactured for is one in which I am deeply interested, and I knew from actual experience how completely his product was adapted to the needs of the game. I told him as much and added:

"In my town I know of no less than fourteen school teachers and young professional men and women who are enjoying this sport regularly in one section of the city alone. Did you ever stop to consider how the popularity of it is growing?"

He asked me to step into his private office. We talked together for nearly an hour. I told

Gaining Every Month

Each month from January 1 to July 1 the amount of advertising in

The Chicago Record-Herald

Has shown an increase over the corresponding month of 1909, making for these six months a total gain of

644 Columns

All kinds of good, clean advertising contributed to this notable showing.

Circulation and advertising books open to all.

The Chicago Record-Herald

New York Office, 437 Fifth Ave.

Mr. Specialty Manufacturer

(in the Grocery or Drug line).

We can sell your goods if they are right, the price right, and they have had a reasonable amount of advertising here.

We are located in

INDIANAPOLIS.

We cover practically every nook and corner in this state.

We have a force of trained, energetic and honest salesmen and want to add a good line to sell to the retailer through the jobber, on a commission basis.

The commission must be liberal enough, because we will not take a line that we can not afford to give proper attention.

All the references you want.

We are well located, have storage facilities.

Well known to jobbers.

Address

JOHN M. PRICE, Pres.

THE CROWN CHEMICAL COMPANY

311-13 E. South St.

INDIANAPOLIS, IND.

P. S. We are in position and qualified to carry out local advertising campaigns.

him just what conditions were in my own neighborhood. This was news to him. Nobody had ever told him about it. He had been advised to advertise only in mediums of restricted circulation but tremendous "class," on the theory that the only people in the world interested in his product were the smart set. The manufacturer thanked me with emotion in his voice, and only the other day he sent me a long letter to let me know how he had mapped out his campaign. But the important point of the story is yet to come. That afternoon I met a magazine solicitor of my acquaintance, and I told him that it might be a good idea to drop in on this manufacturer and have a talk with him.

"What, talk with him?" the solicitor snorted. "He will never advertise. He's a dead one."

I turned away rather sadly, for I liked the young fellow, and I knew that he did not realize he had written his own epitaph in the words that had escaped him. The manufacturer was not a dead one; he was one of many business men met nowadays, who are bewildered by conflicting advice and need only the spur of suggestion to set them cantering along with the easiest of gaits. I happened to be interested in this manufacturer's product, that was all, and gave him what he needed—a point of view that he had never been able before to see with clearness. If a solicitor should ask me what I consider an essential to success in his profession, I should tell him, a thorough familiarity with every detail of the business he expected to solicit. You would be surprised how valuable sometimes the little things of a business may become. One of the most telling advertisements I ever wrote was suggested by a chance remark let drop by an errand boy.

The business of solicitation is a curious commingling of pleasure and annoyance. A solicitor must be a philosopher to end the day with no trace of disgust and dependency. A soft answer turneth away wrath, an eminent au-

thority has advised us, but often a swift come-back brings success to the despairing solicitor. The following story will illustrate the truth of this. A solicitor for one of the big monthlies had been having a sad and depressing day. Everything had gone wrong, and some of the best laid plans in his collection had miscarried. The last name on his list was the finishing straw. He looked at it dismally. The name was that of a brisk, determined old gentleman who for six consecutive monthly calls had sent back the office boy with these words of doom, "Nothing doing." The solicitor figured out that things could not be much worse, anyway, and he set forth to finish up the day with an orgy of failure.

The office boy grinned with disconcerting directness as he took the well-remembered card. The solicitor twirled his hat and looked absently at the framed original in the outer office. The office boy returned. "The boss says there's nothin' doin'," he reported.

"You handed him my card?" asked the solicitor suspiciously. He was sure of no one in the world.

"Sure," said the boy. "I always hand it to him."

A sudden thought flashed through the magazine man's weary brain. He hastily scribbled a note. "Here," he said, "take this into your boss."

In less than a minute the boss himself appeared. An amused grin was on his face.

"Young man," he said, severely but not unkindly, "you come in here. I want to talk to you."

The solicitor had written these words: "I wish you would return my card. They cost my firm two cents apiece, and I figure I have already left twelve cents' worth with you."

It had been a sudden inspiration, born of a mixture of humor, anger and despair. But, like many another burst of genius, it went out.

The magazine solicitors are, of course, more or less directly under the orders of their home office. The advertising manager of

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their publication is their general. Yet my experience has been that those solicitors who have the longest ropes and can stray the farthest from the barn are the ones who crop the richest herbage. I once told a solicitor of my acquaintance whose advertising chief from his New York office had succeeded in disarranging the solicitor's plans with great thoroughness, that one of the most educational moves his publication could make would be to send the advertising manager up the state for a trip. He would see things as they are. It is good even for the gods occasionally to descend from Olympia.

I have already said that the magazine solicitors are always welcome to my office, except when I am tremendously busy; and I am sure that those advertisers who do not find the time or the disposition to meet them miss many a pleasant quarter of an hour. This is especially true when they bring some message that shows an intelligent study of trade conditions, that predicates a familiarity with the business conditions that bear upon the advertiser they are conferring with. I want to impress upon them, and I believe I am speaking for hundreds of other advertising managers throughout this great manufacturing country, that specialization is what has made it possible for us advertisers to have something to advertise; and that specialization will bring into them the solicitors of this business, the orders for space that are confidently believed to represent their sleeping and waking dreams.

Cyrus Curtis, Philadelphia, publisher of the *Saturday Evening Post* and the *Ladies' Home Journal*, and Mrs. K. S. Pillsbury, of Milwaukee, were married in Milwaukee August 2d.

Walter R. Michaelis, general manager and half owner of the Chicago *Staats-Zeitung*, was drowned at Oquaga Lake, N. Y., August 6th, the very day when he had gone to this resort for a vacation.

W. S. Grathwohl, formerly Chicago representative of PRINTERS' INK, is now representative in Chicago for the new advertising department of the American Press Association.

Don't Duck The Best Gun Oil! 3-in-One!



3-in-One will oil right the delicate action parts of any gun on earth. Make the action work swiftly — surely. 3-in-One cleans barrel inside and out. Polishes stock. Also makes rust and tarnish impossible, as it sinks into the very pores of the metal, forming a delicate coating that defies corroding effect of dampness. Can't gum or dry out. Prevents lead-pitting. Contains no acid.

The biggest gun makers all of them — use 3-in-One and recommend its use for every gun they send out.

8 oz. bottle, 50 cents; 3 oz., 25 cts.; trial size, 10 cts. All stores. Send for generous FREE SAMPLE this very minute.

3-IN-ONE OIL CO.

12 Broadway - New York



"A Daily Newspaper for the Home."

The Christian Science MONITOR

OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.

Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy

Cinematograph Publishing Company
30 West 13th Street -:- New York

JUSTIFYING ADVANCED MILK PRICES THROUGH ADVERTISING.

HOW PHILADELPHIA AND NEW YORK DAIRIES HAVE USED NEWSPAPER DISPLAY TO RECONCILE AN UNPOPULAR INCREASE OF PRICES.

Formerly, when a big milk company in one of our big cities found it necessary, or otherwise advisable, to raise the price of its product, the first thing that was done was to set a mysterious system of underground machinery at work. It first found a few dairymen whom it could "induce" to take a fraction of a cent more per quart for their milk. Then it saw to it that news items relating to the fact that the farmers were "demanding" more money for their milk filtered into the news columns of the dailies for a fortnight or so.

All this was the ground work, estimated to educate the public and prepare it for the shock which was forthcoming. This shock then came in the form of an announcement, made by each route driver to the housewives in his territory, that the price of the lacteal fluid had been advanced one or more cents, according as the case might be.

The plan naturally led the milk companies into all kinds of difficulties. As likely as not, somebody found out that the news articles had been "doped up." And in other ways the method seemed

entirely too high-handed and peremptory. It developed friction all along the line.

A more up-to-date method of announcing an increase in the price of milk is now being adopted. When an increase in price is inevitable,

an announcement to that effect is put into the form of a big display ad or series of ads and is run in the local newspapers days in advance of the date when the increase will first go into effect. The public is told frankly about conditions.



Good Reasons Why You Should Buy Only Borden's Country-Bottled Milk

- ①-Borden's Country-Bottled Milk is a superior milk because it is made from the cream of the best milk available.
- ②-Borden's Country-Bottled Milk is a superior milk because it is made from the cream of the best milk available.
- ③-Borden's Country-Bottled Milk is a superior milk because it is made from the cream of the best milk available.
- ④-Borden's Country-Bottled Milk is a superior milk because it is made from the cream of the best milk available.
- ⑤-Borden's Country-Bottled Milk is a superior milk because it is made from the cream of the best milk available.
- ⑥-Borden's Country-Bottled Milk is a superior milk because it is made from the cream of the best milk available.
- ⑦-Borden's Country-Bottled Milk is a superior milk because it is made from the cream of the best milk available.

9 Cents

and Every Good Protects Your Life and Health

Recently, when Borden's, of New York, announced a coming raise to 9 cents a quart, a series of ads were run in which the attempt was made to show the public how it ought to thank its lucky stars that it is able to get such good milk for such a low price as 9 cents. Similarly the Supplee Dairy, of Philadelphia, as spokesman for the distributors of milk in the Quaker City, recently took the public into its confidence. This was in direct contrast to the method in vogue in the past, which had usually been to raise the price and then explain afterward. Statements made boldly in display and paid for are far more likely to be taken seriously and believed than if issued through a press agent.

Richard A. Foley, of the Foley Agency, prepared this first announcement of the Supplee Company.

The Business League of Houston, Tex., is making extensive use of the postal-card as a means of advertising its city. A Post-card Day was held some time ago, when everybody in Houston joined in sending local souvenir post-cards to their friends. A Post-card Week has been decided upon this month, when it is expected that something like 500,000 post-cards will be sent out in this manner.

MILK

The quart of Supreme milk placed in your hands this morning is delivered to you by the driver of a five horse team from one of our country dairies.

It was weighed. It was strained. It was bottled for you. It was bottled in a sterilized can. It was refrigerated. It was shipped to you in our morning delivery in the city.

In the morning when it was delivered, it was tested for the presence of acid. It was pasteurized, that is, heated to 140 degrees and kept at that temperature forty minutes. It was then cooled to 60 degrees.

It was passed into a sterilized bottle—a bottle which costs 1 cent. It is bottled in a way that makes it impossible for bacteria to enter.

The milk was refrigerated almost to the freezing point. It was shipped to you in a way that makes it impossible for bacteria to enter.

The bottle was shipped. The driver delivered it to you. He told you the price. He told you the name of the driver.

To purchase all these services with every quart of milk delivered to you costs you 9 cents. It is a very small price for the service which you receive.

Under existing conditions, it is utterly impossible to produce all of these services and deliver all of them for less than 9 cents.

For your part, we shall not let you, but rather mean to safeguard life and health.

Borden's does so simply because the lines of quality are so clearly marked on the delivery of milk.

Both our moral sense and business policy have been directed to the production of a milk which is absolutely pure and safe. We are proud of the fact that we are able to deliver to you a quart of milk for 9 cents.

The Supplee Dairy Company
Philadelphia, Pa. (Quaker City) (Quaker City)

USING LOCAL AGENTS.

There is a tendency among some advertisers to place their contracts for advertising in distant localities when such contracts are large enough to warrant it with the local advertising agents of those localities. Certain of the enterprising agents of Canada are handling the Canadian advertising for a number of the keenest advertisers in the States, for instance. The same thing is in evidence also in the far West. I. Lewis & Co., of Newark, one of the largest independent cigar manufacturers in the country, is placing its Pacific Coast campaign in the hands of the Honig Advertising Service, of San Francisco. This campaign is not an "extra" but is part and parcel of this concern's regular national advertising, the copy calling for some 5,000 lines in a number of publications.

Just before leaving for Europe August 3d, Herbert K. Stroud, of Frank Seaman Incorporated, New York, was given a farewell luncheon at the Friars' Club, and presented with a silver flask. Those present were: C. B. Kirkland, *Style Book*; W. R. Handy, *Good Housekeeping*; Eugene Kelcey Allen, *Clipper*; Wm. Alexander, *New York Review*; S. I. Schmid, *Pictorial Review Fashion Book*; Richard Peck, *Club Fellow*, and D. Morris Jones.

The following are the successful contestants in the prize ad contest which has been run in connection with the booming of Omaha: R. H. Manley, advertising manager of J. L. Brandis & Sons; F. B. Pond, advertising manager of Miller, Stewart & Beaton; Miss Jane McMullen, of the Commercial Club.

The fourth ad was a combination of ideas and material selected from advertisements submitted by A. D. Garrison and Miss Hulah Matthews, of Blanchard, Ia.

The fifth advertisement was a similar combination selected from advertisements submitted by Peter C. Hengen, of the *Nonpareil*, Central City, Neb., and Toby Jacobs, an advertising specialist of Omaha.

These five ads will be run in September in full pages in *Hampton's*, the *American*, *Cosmopolitan*, *Harper's* and *Scribner's*.

The advertising men of St. Paul and Minneapolis formed the Gopher Society on the way home from the recent advertising convention in Omaha. This is the first tangible effort to cement the advertising men of the Twin Cities together. Several meetings between the committees of the advertising men of the two cities have been held and a large dinner is planned for the middle of August, at which time it is expected that Governor Eberhart will be initiated into the Gopher Society.

Wrigley's Spearmint
Jap Rose Soap

"Big 10" Cleaner
Foulds' Milling Co.

City Fuel Co.
Allwin Go-Carts

¶ Your advertising *results* depend upon your actual *advertisements*.

¶ Are you in good hands? No organization or supervision can get more successful copy *out* of a subordinate than there is *in* him.

¶ I personally write above accounts. These and other advertisers in other lines will tell you how successful their campaigns have been.

¶ I can personally write a few more.

B. D'EMO

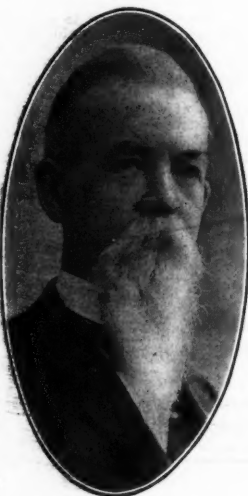
1534 McCormick Building
CHICAGO

38 Years Old

The month of November will bring to the **DAILY LOCAL NEWS** of West Chester, Pa., its thirty-eighth birthday. It can be honestly said that no newspaper throughout the United States has won its way into the hearts of the people as the **NEWS** has in Chester County.

The **LOCAL NEWS** has a blanket-like circulation that is unique.

Published in a town with a population of but **12,000** the **NEWS** has a circulation of over **15,000**. This most unusual condition is explained by the fact that over 5,000 are subscribers—receiving the paper by mail; the rest go to dealers and agents throughout the county and to readers in the town itself.



The owner and guiding spirit that has built up this prosperous daily is **W. H. Hodgson**, who is probably the oldest active newspaper man in Pennsylvania. It is due to his thorough knowledge of journalism, acquired in 68 years, that has made the **NEWS** the success it is.

With a backing of readers such as these, attracted to the paper by its inherent interest and value, the **NEWS** is an unequalled medium for national advertisers. Let us send you a copy.

Daily Local News
West Chester, Pa.

CIRCLE MAGAZINE FAILS.

A second recent publishing failure became known on August 9th by voluntary petition in bankruptcy, filed in the United States Circuit Court, by the Circle Publishing Company, which has been publishing the *Circle Magazine*. The petition shows liabilities amounting to \$111,200 and assets of \$51,832. The creditors are in the main those who have contributed editorial matter. They include William Jennings Bryan, David Starr Jordan, Mrs. Ida H. Harper, Edward Peple, John Philip Sousa and others.

New Yorkers were enlivened recently by a large ad entitled "A C. Q. D. Appeal," practically admitting insolvency, but pluckily announcing determination to fight, and appealing for more capital.

The *Circle Magazine* was started in January, 1907, by Funk & Wagnalls, and was sold to the Circle Publishing Company in April, 1908. The company was incorporated with a capital of \$100,000, which was increased to \$500,000 in November, 1908, of which it is said about \$275,000 in stock was issued.

The company has been hampered, it is said, by lack of working capital, and efforts to get additional funds to continue the business were not successful.

At the annual meeting on April 28th last there was authorized an issue of \$300,000 debenture bonds, but no market could be found for the bonds, and they were not printed.

Eugene Thwing, president and founder of the magazine, who is a creditor for \$57,000, says he has put all his own property into it and comes out without a dollar in the world.

The J. O. Ball Advertising Company has been incorporated to do a general advertising business in Chicago, with a capital stock of \$100,000 and the following incorporators: J. Otis Ball, John O. Chadsey, Mabel R. Ball.

A record has been established for the largest ad ever printed in an Iowa paper, it is alleged, by the Frankel Clothing Company, of Des Moines, which ran an eight-page section devoted to a story of its growth, in the June 10th issue of the *Des Moines Register and Leader*.

The big ad contains individual advertisements for Meyer-Hess underwear, Steiner & Son night garments, Stronghold gloves, Anathan & Co. scarfs and ties, Weil, Pfbaum & Co. suits, McCurrah & Smith ties and cravats, Monarch underwear, Northwestern suspenders, Roberts-Wicks & Co.'s "Henley Clothes," "Xtragood" clothes for boys, Ozark Indian and cowboy suits for boys, Roelofs hats, Berger, Raphael & Wile Company's clothes and Kaufman's "Pre-shrunk" garments.

The City of St. Paul will spend, it is said, at least \$20,000 to advertise itself this year, and the fund may reach \$30,000. The money will be expended largely in advertising coming conventions to be held in St. Paul.

THE MAMMOTH CAVE AND PUBLICITY.

In the year 1844 an average of ninety-three persons a day were shown the wonders of the Mammoth Cave of Kentucky. In 1909 the average was less than twelve. And in those sixty years the population of the United States had grown from twenty millions to eighty millions and the transportation facilities had been wonderfully increased. Why this falling off in interest and numbers? The Mammoth Cave is still there and the stalagmite chair in which the famous Jenny Lind sat is still pointed out by the guides. But the visitors go elsewhere. And when we look for a cause for this lack of appreciation we find it to consist in this: The Mammoth Cave no longer has an advertising man. What it needs and what everything else needs is a man to see that it is kept continually before the public. He must tell of its wonders, must keep the people informed of its great past, tell how to get there, and what accommodations are to be had after getting there. Caves are all very well, but they are not necessary until some one tells us about them. And then if he tells enough about them, and tells us strong enough about them, we will go to see them and pay for the privilege. But they must be advertised. Surely the moral is obvious.—*Paint, Oil and Drug Reporter.*

I. H. Sawyer, president of the St. Louis Advertising Men's League, has been nominated as a candidate for the Star Cup, which is offered by the St. Louis *Star* to the man or woman who, in the opinion of the majority of their fellow citizens, has done most for St. Louis during 1910. The cup will be presented to the successful candidate on Christmas day.

Frank B. Pond, advertising manager for the firm of Miller, Stewart & Beaton, Omaha, has resigned his position to become manager of the advertising and mail-order department of the Orchard & Wilhelm Carpet Company, of Omaha. Mr. Pond addressed the Omaha Ad Club recently.

N. Snellenberg & Co., Philadelphia, recently celebrated their 500th Friday bargain sale. The old superstition about the unluckiness of Friday as a sales day has been pretty well smashed due largely to this firm. Ten years ago it instituted a Friday bargain day sale which has become an institution and has spread.

\$2,000 For An Idea

The NEW YORK HERALD will pay two thousand dollars to any artist whose idea for a full page comic feature, drawn by himself, is adjudged to be the best submitted in a competition which will remain open until October 1, 1910.

This competition will be open to all the artists of America, and amateurs as well as professionals are requested to submit their ideas. The NEW YORK SUNDAY HERALD is now presenting "Uncle Mun" and "The Tiny Tads," and the popularity of these features has established them as standards. This competition is expected to produce a feature as funny as "Uncle Mun" and as original as "The Tiny Tads."

All drawings and suggestions should be sent to the NEW YORK HERALD: and should be received in New York before October 1, 1910.

1847 ROGERS BROS. X S TRIPLE

"Silver Plate that Wears"



The famous trade mark
"1847 ROGERS BROS." guar-
antees the *heaviest* triple plate.
Catalogue "P" shows all designs.

MERIDEN BRITANNIA CO.,

(International Silver Co., Successor)

New York Chicago

MERIDEN, CONN.

San Francisco

COMMERCIAL ART

Advertisements offered for criticism in this department may be addressed direct to Mr. Ethridge at 25 E. 26th Street, New York

By **GEORGE ETHRIDGE**

It is second nature and almost first nature with the great majority of people in this mundane sphere to associate the word bride with a flowing costume, a white veil, the odor of orange blossoms, the deep pealed tones

chase of jewelry for brides, and this element of cheerfulness in a picture has a psychological effect that cannot be entirely ignored.

The sidewalk silhouette artist never does a large business because his pictures have not that



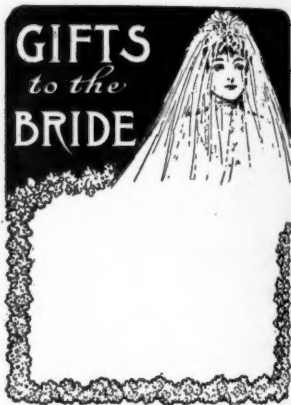
Gifts to the Bride

If you have a wedding gift to select, if you want it to be distinctive, if you would have it cherished for its character—you need our illustrated catalogue of Sterling Silver Tableware, Toiletware and Gift Things. Write us a postal now and get this catalogue free. It shows the very latest things we are now selling in our New York and Chicago stores at \$1 to \$500—a variety and character of stock not shown in any other catalogue and not obtainable in stores outside of these cities. If you have a gift to select, or would like to have a better appointed table in your home, write now for this exceptional catalogue. Address the nearest store.

LEBOLT & COMPANY
New York Diamonds, Jewelry, Silverware, Chicago
Cor. Fifth Ave. & 23d St. Cor. State & Monroe Sts.

NO. 1.

of the wedding march and a general atmosphere of pleasure, gaiety and smiles. There are some things that almost go without saying, and a pleasant look on the face of a bride is amongst these. In this little advertisement of Lebolt & Co., Jewelers (No. 1), there is missing that cheerful atmosphere and joyous money-spending suggestion that is usually associated with wedding festivities. It may be that the artist purposely refrained from making a conventional picture of a bride, or maybe the illustration shown is that of the bride's mother-in-law or best friend. In either case it does not possess the attractiveness and suggestiveness that is supposed to influence the pur-



GIFTS to the BRIDE

NO. 2.

element of human interest that is found in the expression of the eyes such as a real work of art shows. In like manner this advertisement would be all the better for having the expected accompaniments as shown in No. 2, which, even if conventional, is human and has the pulling power that is missing in No. 1.

* * *

A short time ago in this department we criticised broadly the seeming indifference of foreign whisky manufacturers to advancing any arguments in favor of their goods so that an American might have some good reason for ordering one brand instead of another. The advertisement of "Perfection" whisky here shown

has been brought to our notice and we are glad to commend it. It has a clean, inviting appearance, suggestive of a high-class, clean product, and the wording still further carries out this effect. "Pure as the heather" is not an altogether bad phrase, especially as the eminent Harry Lauder has made it a good mouthful

BOTTLED IN SCOTLAND
D. & J. M. CALLUM'S
Perfection
WHISKY
For You and Your Friends
 A DELICIOUS SCOTCH
 WITHOUT THAT SMOKY TASTE
 AND PURE AS THE HEATHER.
 FOR SALE
 In Every Place
 That Quality Counts
 SOLE AGENTS FOR UNITED STATES
HOLLAND HOUSE
 NEW YORK CITY



already in his famous song. This whisky advertisement is out of the usual order and gives a very good impression of the goods. The advertisement, however, would have been considerably benefited by a simpler typographical arrangement.

* * *

A certain esthetic lady who prided herself on her ample knowledge of art and likewise on her boy's promising future as an artist who was to be, took the ten-year-old youngster on a special trip to Boston to feast his eyes on Abbey's wonderful rendering of the Holy Grail. For a long time the boy and his mother gazed in rapt silence on the beautiful masterpiece with the admiration becoming connoisseurs, but on the steamboat


homeward bound the rising artist almost stopped the engine when he calmly asked his mother what the beautiful painting was "all



about." He was supposed to know, but he didn't know. There may be a little hint in this anecdote for the Anti-Kamnia people

Won't Crack or Show Finger Marks
 Here is a real office convenience—celluloid tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.
Celluloid Tipped Guide Cards
 outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the "one piece" Celluloid Tip Guides or write for samples.
STANDARD INDEX CARD CO.
 701-709 Arch St., Philadelphia

THE LEONARD
 PAT. NO. 2,063,332
BRINGS THE SUBSCRIPTION MONEY
 Five hundred circulation managers adopt "The Leonard" as a circulation builder. It has a "psychological persuasiveness" that brings the cash back—Try it. Sample prepaid.
 1 dozen - 30c. | 1000 - \$ 8.25
 100 - - 75c. | 6000 - 10.00
 Lots 1,000 up, any printing.
THE DETROIT COIN WRAPPER CO.
 389 Harper Avenue Detroit, Mich.



Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

STANLEY DAY AGENCY, New Market, N. J., established 20 years. Advertisements placed in any paper desired.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 80% past year.

THE BLACK DIAMOND Chicago-New York-Pittsburg, for 20 years the coal trades' leading journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is *Farm Life* of Chicago. Address **DEPARTMENT P. I.** for sample copy and rates.

THE circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. L. Maclean Beers, P.O. Box 1078, Havana, Cuba.

AD. WRITERS

Advertising Copy plus Thoughtful Plans—based on experience—that's my system. Time now for fall and winter plans. Write me today. **CHARLES L. WILHELM,** American Building, Baltimore, Md.

BILLPOSTING

FRED PEEL, official representative, **THE ASSOCIATED BILLPOSTERS OF UNITED STATES AND CANADA,** Times Building, New York City. Send for estimates.

BUSINESS OPPORTUNITIES

Write Moving Picture Plays! Original Picture Plays sell for \$10 to \$100. Send 2-cent stamp for prospectus. Address **N. E. LETENDRE,** Indian Orchard, Mass.

INDIANA WEEKLY for sale: 3,600 market and mfg. center; fine business; A-1 equipment; half cash; bargain; opportunity for man wanting to get out of big city. Address "M. K.," care **Printers' Ink.**

THE only man who ever gives me an order for a bit of **DOINGS** "did," my way is the man whose suspicions I have succeeded in arousing. After he has had those "suspicions" abundantly confirmed with what I gave him for his money he is in the "EASY CLASS" and sheds my modest fee without a sigh; this sounds a bit egotistic—eh?—but 'tis **TRUE.** **FRANCIS I. MAULE,** 401 Sansom St., Philadelphia.

\$1600.00 buys Middle West

country weekly newspaper property. Only publication in the town. Receipts last year \$2,855.04; expenses \$1,574.46, leaving owner for personal effort and income from investment \$1,280.58. Exceptionally well equipped and business growing steadily. Proposition No. 32. **C. M. PALMER,** Newspaper Broker, 277 Broadway, New York.

PUBLISHING PROPERTY

\$25,000 will buy leading weekly trade paper earning over 25%. Undeveloped field. Big snap for some one. Other big interests only reason for selling. Address "TECHNICAL," care **Printers' Ink.**

Good Opportunity for a Live Mail-Order Man

An established proprietary mail-order house with plenty of capital wants an experienced man to take charge of business. Good salary. An interest will be given to the man who makes good. Write in full what you have done. Give age and references. All communications strictly confidential. Address "F. Co.," care **Green's Capital Advertising Agency,** 1146 15th Street, N. W., Washington, D. C.

ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.,** Youngstown, Ohio.

HELP WANTED

UNUSUAL opening for wide awake advertising man thoroughly experienced in copy department of agency work. Man with special experience in financial advertising and with some knowledge of printing preferred. Opportunity for the man who can first prove his efficiency to become financially interested. Write fully to **A. C. SMITH,** General Manager **Newitt Advertising Co.,** Los Angeles, Cal.

FLOUR AND FEED.—A man able to handle Western flour and feed advertising, and to write editorially, wanted by an old established Eastern publication. Address "MILLING," care Printers' Ink.

!!! Successful Sign Salesmen !!!
A large up-to-date sign manufacturer will entertain earnest applications from men of ability and advertising experience. High grade line and proposition. Exclusive territory. Extensive advertising campaign. Strong co-operation. Address Sales Mgr. Internat. Sign & Letter Co. Cleveland.

POSITIONS OPEN in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

WANTED. Young married man to solicit advertising on leading evening paper. This position will develop into an excellent proposition for the right man. Pays \$100.00 a month to start with. Man must have it in him to get out of the position all there is in it, have plenty of energy and be willing to learn. State full particulars in first letter as to experience, etc. ARIZONA GAZETTE, Phoenix, Ariz.

WANTED.—In a live manufacturing city of 45,000, an advertising solicitor—not a manager—who can take a list of merchants, manufacturers and small store-keepers not now advertising, and interest them with arguments and plans for business. The paper is the strongest in the city, is now carrying the largest volume of advertising, and is well organized for caring for its regular business. A new man for purely new business is wanted. A pleasant position at good salary. If this interests you address "D. P. C.," care Printers' Ink. All letters will be considered strictly confidential.

Assistant Advertising and Sales Manager

By long established Manufacturer of Food Products. Prefer man with successful experience in this or similar line. Good salary at start with exceptionally fine prospects for man of ability. Applications strictly confidential. Address, stating qualifications, "P.O. BOX 147," Portland, Maine.

INFORMATION AND ILLUSTRATIONS

ASK THE SEARCH-LIGHT
Anything You Want to Know.
341 Fifth Avenue, New York.

LAYOUT PAPER

Layout Paper is an aid to the expert—instructive and educational to the laymen. You need it, postal brings particulars. H. H. STALKER, 202 Majestic, Toledo, Ohio.

MISCELLANEOUS

I Buy

Unused United States Postage Stamps in any quantity. All denominations. Send for rates. ALFRED A. ISAACS, Department 1, 25 Broad Street, N. Y.

NEWSPAPER PROPERTY WANTED

EVENING paper wanted in town of 25,000; 150 miles New York; rundown property, with good field, preferred; give full particulars; send copies publication; PARKS, 46 Pike Street, Brooklyn, N. Y.

PATENTS

PATENTS that PROTECT

Our 3 books for inventors mailed on receipt of 6 cts. stamps. R. S. & A. B. LACEY, Washington, D. C. Established 1869.

POSITIONS WANTED

CIRCULATION Manager and Humorist wants position. Something new. Investigate. Address "C. R. S.," care Printers' Ink.

SALES MANAGER six years in last position at \$5,000. Managed traveling salesmen, originated selling deals, follow-up systems; wrote and placed advertising. Valuable acquaintance in grocery trade. "INITIATIVE," Printers' Ink.

COPY MAN and Artist, commercially well-trained, wants position per Sept. 1st. Does fine work in line and wash photo retouching and lettering. At present employed by prominent agency. Samples on request. Salary \$1,900. Address "S. C.," care Printers' Ink.

Wanted—EDITORSHIP OF EVENING NEWS PAPER by vigorous, wide-awake young newspaper man now on N. Y. paper. Has edited live dailies in two inland cities. Practical, sober, best references. Opportunity more desirable than large salary. "A. J.," care of Printers' Ink.

A M now assistant advertising man with prominent advertiser of mechanical products. Have had valuable experience with general magazines, trade and technical mediums, house organs, dealers' campaigns, printing and engraving. Am planning and executing advertising that gets results. Want a larger opportunity. If you have an opening for business-building publicity, please write me. "A. W.," Printers' Ink.

PRESS CLIPPINGS

MANHATTAN Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

ROMEIKE'S PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

A Roll of Honor

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser. PRINTERS' INK's Roll of Honor is generally regarded as a list of publications which believes the advertiser is entitled to know what he is paying for.

No amount of money can buy a place in this list for a publication not having the requisite qualification.

Complete information will be sent to any publication which desires to enter this list.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company, who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, Ledger, dy. Average for 1909, 20,628. Best advertising medium in Alabama.

Montgomery, Journal, dy. Aver. 1909, 10,170. The afternoon home newspaper of its city.

COLORADO

Denver, Post, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, 61,088.

GUARANTEE This absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT

Bridgeport, Morning Telegram, daily average for June, 1910, sworn, 13,338. You can cover Bridgeport by using **Telegram** only. Rate 1½c. per line flat.

Meriden, Journal, evening. Actual average for 1908, 7,726; average for 1909, 7,729.

Meriden, Morning Record & Republican. Daily aver. 1908, 7,729; 1909, 7,739.

New Haven, Evening Register, daily. Aver. for 1909 (sworn) 17,109 daily 2c.; Sunday, 13,229, 5c. Largest and best circulation in New Haven.

New Haven, Union. Average year, 1909, 16,047. E. Katz, Special Agent, N. Y.

New London, Day, ev'g. Average 1909, 6,736. A model newspaper; get a copy.

Norwalk, Evening Hour. Average circulation exceeds 3,800. Carries half page of wants.

Waterbury, Republican. Average for 1909, Daily, 6,661; Sunday, 7,031.

Waterbury, Herald. Sundays. Average circulation for 1909, 13,387 net paid.

DISTRICT OF COLUMBIA

Washington, Evening Star, daily and Sunday. Average, month of June, 1910, 60,416 (©©).

FLORIDA

Jacksonville, Times-Union. Average, February, 1910, 14,414. E. Katz, Special Agent, N. Y.

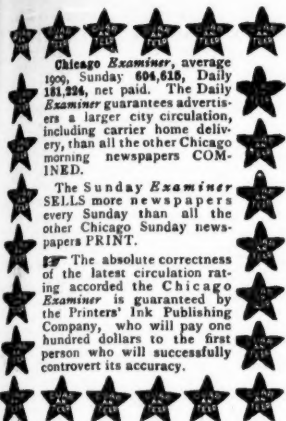
Jacksonville, Times-Union. Average month of May, 1910, Sunday, 24,644; daily, 20,822. Benjamin Kentnor Co., N. Y. Chi. Sp. A.

ILLINOIS

Belvidere, Daily Republican entitled to Roll of Honor distinction. Need more be said?

Champaign, News. Leading paper in field. Average first five months, 1910, 6,161.

Chicago, Breder's Gazette, a weekly farm newspaper. \$1.75. Average sworn circulation year 1909, 78,496 and all quality. Rate, 35 cents, flat.



Chicago Examiner, average 1909, Sunday 604,616, Daily 181,224, net paid. The Daily Examiner guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COMBINED.

The Sunday Examiner SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago Examiner is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Chicago, Record-Herald. Average 1909, daily net paid, 139,176; Sunday net paid, 193,831. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.

The absolute correctness of the latest circulation rating accorded the Record-Herald is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Joliet, Herald, evening and Sunday morning. Average for 1909, 8,836.

Peoria, Evening Star. Circulation for 1909, 20,874.

Sterling, Evening Gazette, average circulation for 1908, 4,409; 1909, 5,122.

INDIANA

Evansville, Journal-News. Average, 1909, 11,943. E. Katz, S. A., N. Y.

Princeton, Clarion-News, daily and weekly. Daily average, 1909, 1,702; weekly, 2,674.

South Bend, Tribune. Sworn average May 1910, 11,807. Best in Northern Indiana.

IOWA

Burlington, Hawk-Eye, daily. Average 1909, 1,180. "All paid in advance."

Davenport, Times. Daily av. July, '10, 16,360. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Dubuque, Times-Journal, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,426.

Washington, Eve. Journal. Only daily in county. 2,009 subscribers. All good people.

Waterloo, Evening Courier, 32nd year; net av. June, '09-June, '10, 6,221. Waterloo pop., 27,000.

KENTUCKY

Lexington, Herald. D. av., '09, 6,872. Sunday, 7,802. Week day, 6,697. "When you advertise in Lexington Herald, you cover Central Kent'cky."

Louisville, The Times, evening daily, average for 1909 net paid 48,488.

MAINE

Augusta, Kennebec Journal, daily average 1909, 9,168. Largest and best cir. in Cent. Me.

Bangor, Commercial. Average for 1909, daily 9,923; weekly, 27,763.

Portland, Evening Express. Average for 1909, daily 15,219. Sunday Telegram, 10,508.

MARYLAND

Baltimore, American. Daily aver. 1st 6 mos., '10, 79,224; Sun., 102,476. No return privilege.

Baltimore, News, daily. News Publishing Company. Average 1909, 83,416. For July, 1910, 81,000.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS

Boston, Evening Transcript (C.C.). Boston's tea table paper. Largest amount of week day ad.



Boston, Globe. Average circulation.

Daily (2 cents a copy)
1909, 180,278; Gain, 3,981

Sunday
1909, 323,069; Gain, 3,279

Advertising Totals: 1909, 7,335,279 lines
Gain, 1909, 466,579 lines

2,504,359 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



Human Life, The Magazine About People. Guarantees and proves over 150,000 copies monthly.

Fall River, Globe. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, 7,653.

Lawrence, Telegram, evening, 1909 av. 8,882. Best paper and largest circulation in its field.

Lynn, Evening Item. Daily sworn av. 1907, 16,522; 1908, 16,396; 1909, 16,539. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

Boston Post's GREATEST July

AVERAGE JULY, 1910

The Sunday Post
257,518

Gain of 6,012 Copies
Per Sunday over July, 1909

The Daily Post
335,524

Gain of 50,850 Copies
Per Day over July, 1909

Salem, *Evening News*. Actual daily average for 1909, 18,874

Worcester, *Gazette*, evening. Av. '09, 16,775; first 6 mos. '10, 17,424. Largest ev'g circulation.

Worcester, *L'Opinion Publique*, daily (C). The only Gold Mark French daily in the U. S.

MICHIGAN

Detroit, *Michigan Farmer*. Read by all Michigan farmers. Ask any advertiser. \$6,000.

★ Jackson, *Patriot*, Aver. July, 1910, daily 10,828, Sunday 11,709. Greatest circulation.

MINNESOTA

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average for six months ending June 30, 1910, 103,916.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Svenska Amerikanska Posten*. Swan J. Turnblad, pub. Av. 1909, \$4,485. A.A.A.

Minneapolis, *Farmers' Tribune*, twice-a-week. W. J. Murphy, publisher. Aver. for 1909, 26,887.

CIRCULATIN

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for six months ending June 30, 1910, 88,667. Average circulation of Sunday *Tribune* for same period, 80,092.



Minneapolis, *Journal*, Daily and Sunday (C). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,386. Daily average circulation for July, 1910, evening only, 77,631. Average Sunday circulation for July, 1910, 79,005. (Jan. 1, 1908, subscription rates were raised from \$4.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.



MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,321.

MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,113. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (C), Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,083.

NEBRASKA

Lincoln, *Deutsch-Amerikaner Farmer* weekly. 142,308 for year ending Dec. 31, 1909.

Lincoln, *Freie Press*, weekly. Average year ending Dec. 31, 1909, 143,054.

NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,143.

Jersey City, *Jersey Journal*. Average for 1909, 24,198. Last three months 1909, 24,684.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c—'07, 30,370; '08, 21,326; 2c—'09, 19,063; March, '10, 20,363.

NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,921. It's the leading paper.



Brooklyn, N. Y. Printers' Ink says *The Standard Union* now has the largest circulation in Brooklyn. Daily average for year 1909, 52,005.

Buffalo, *Courier*, morn. Average, Sunday, 86,737, daily, 46,284; *Enquirer*, evening, 29,596.

Buffalo, *Evening News*. Daily average for 1907, 94,843; 1908, 94,033; 1909, 94,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 8,636.

Mount Vernon, *Argus*, eve. Daily av cir year ending Dec. 31, 1909, 4,921. Only daily here.



Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 6,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

Army and Navy Journal. Est. 1863. Weekly average, first four months, 1910, 10,999.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.

Clipper, weekly (Theatrical). Frank Queen
Pub. Co., Ltd. Average for 1909, 25,903 (22).

Leslie's Weekly, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

The Tea and Coffee Trade Journal. Average circulation for 12 months to January 1, 1910, 8,541; August, 1909 issue, 20,000.

The World. Actual average, 1909, Morning, 360,503. Evening, 399,569. Sunday, 460,955.

Poughkeepsie, Star, evening. Daily average year, 1900, 5,013; February, 1910, 5,547.

Schenectady, Gazette, daily. A. N. Liecny.
Actual Average for 1909, 17,470; for June, 1910,
19,414. Benjamin & Kentnor, 225 Fifth Ave.,
New York; Boyce Building, Chicago.

Schenectady, Star. Aver July, 1910, 14,198.
Sheffield Special Agency, Tribune Bldg., N. Y.

Syracuse, *Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 40,922.

Troy, Record. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. A. examination, and made public the report.

Utica, National Electrical Contractor, mo.
Average for 1909, 2,583.

Utica, Press, daily. Otto A. Meyer, publisher.
Average for year ending Dec. 31, 1909, **15,117**.

Asheville, Gazette-News. Average, '09, 5,643
Asheville's leading paper. Only aft. paper in
Western North Carolina with Associated Press.

Charlotte, News Evening and Sunday Aver., 1907, 5,393; 1908, 5,782; 1909, 7,346. Try it.

Grand Forks, Normanden. Norwegian weekly. Actual average for 1909, 9,450.

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,586. For July, 1910, 91,733 daily; Sunday, 112,930.

Columbus, Midland Druggist and Pharmaceutical Review, 43rd annual volume. Best medium for reaching druggists of the Central States.


Youngstown, *Vindicator*. D'y av., '09, 15,338;
LaConte & Maxwell, N. Y. & Chicago.


Oklahoma City, *The Oklahoman*. July, 35,076
week day, 42,145 Sunday. E. Katz, Agent, N. Y.

★ Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for June, 29,963.

★ **Portland, The Oregonian, (☉☉).** July average circulation. Sundays, 58,745; Daily, 48,220. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

Chester, Times, ev'g d'y. Average 1909, 7,788.
N. Y. office, 225 5th Ave. F. R. Northrop, Mgr.

 Erie, Times, daily. 21,448 average July, 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

 **Harrisburg, Telegraph.** Sworn average July, 1910, **17,523.** Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.; Allen & Ward, Chicago.

★ Johnstown, Tribune. Average for 12 mos., 1909, 12,467. July, 1910, 13,462. Only evening paper in Johnstown.

In Philadelphia It's The Bulletin

Net Daily Average for
June, 1910

235,936

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Pub.

Chicago Office,
J. E. Verree, Steger Bldg.
New York Office,
Dan A. Carroll, Tribune Bldg.

Philadelphia, *Confectioners' Journal*, mo.
Average 1908, 5,517; 1909, 5,522 (©©).

Only *one* agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded *all four* of PRINTERS' INK'S distinguishing marks—Roll of Honor, Guarantee Star, and both Bowl and Gold Marks. (See page 10.) The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK'S investigation proved it to be the *best agricultural paper*; was awarded the Gold Marks because advertisers value it more for *quality than quantity*.



Philadelphia. The *Press* (☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Feb., 1910, 88,084; the Sunday *Press*, 163,995.

Washington. *Reporter and Observer*, eve. and morn. Circulation for June, 1910, 12,545.



West Chester. *Local News*, daily, W. H. Hodgson. Aver. for 1909, 15,860. In its 36th year. Independent. Has Chester Co., and vicinity for its held. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre. *Times-Leader*, evening; daily net cir. first 6 months, 1910, 17,376, guaranteed.

York. *Dispatch and Daily*. Average for 1909, 20,015

RHODE ISLAND

Pawtucket. *Evening Times*. Average circulation 12 mos. ending June 30, '10, 19,452—sworn.



Providence. *Daily Journal*. Average for 1909, 21,858 (☉). Sunday, 23,126 (☉). *Evening Bulletin*, 46,991 average 1909.

Westerly. *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 6,237.

SOUTH CAROLINA

Charleston. *Evening Post*. Evening. Actual daily average 1909, 5,311. July, 1910, 6,964.



Columbia. *State*. Actual average for twelve months, 1909, daily (☉) 14,436, Sunday (☉) 14,959.

Spartanburg. *Herald*. Actual daily average circulation for 1909, 2,630.

TENNESSEE

Nashville. *Banner*, daily. Average for year 1907, 36,206; for 1908, 38,854; for 1909, 40,086.

TEXAS

El Paso. *Herald*, June, 1910, 11,602. Only El Paso paper examined by A. A. A.

VERMONT

Barre. *Times*, daily. F. E. Langley. Av. 1909, 5,321. 1st 4 mos. '10, 5,718. Examined by A. A. A.

Burlington. *Free Press*. Daily average for 1909, 8,773. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier. *Argus*, dy., av. 1909, 3,348. Only Montpelier paper examined by the A. A. A.

St. Albans. *Messenger*, daily. Average for 1909, 3,184 Examined by A. A. A.

VIRGINIA

Danville. *The Bee*. Average June, 1910, 4,060; July 4,087. Largest circulation. Only eve. paper.

WASHINGTON

Seattle. *The Seattle Times* (☉) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of 64,246 daily, 84,363 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor 2,756,054 lines.

Tacoma. *Ledger*. Average 1909, daily, 13,781. Sunday, 26,156.

Tacoma. *News*. Average for year, 1909, 18,822.

WISCONSIN

Janesville. *Gazette*. Daily average, July, 1910, daily 5,236; semi-weekly, 1,768.

Madison. *State Journal*, daily. Actual average for Jan., 1910, 8,960.



Milwaukee. *The Evening Wisconsin*, daily. Average daily circulation for April and May, 1910, 43,233. Gain over April and May, 1909, 8,765 daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York. 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.)



Milwaukee. *The Milwaukee Journal*, (evening daily). Average in July, 1910, 62,652; gain over July, 1909, 3,602 daily; average for 12 mos., 61,533 daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh. *Northwestern*, daily. Average for Dec., 1909, 9,801 Examined by A. A. A.

Racine. *Daily Journal*. May, 1910, circulation, 5,043. Statement filed with A. A. A.



The Wisconsin Agriculturist

Racine, Wis. Established, 1877. Actual weekly average for year ended Dec. 31, 1909, 60,686. Larger circulation in Wisconsin than any other paper. Adv. \$3.50 an inch. N. Y. Office. 41 Park Row. W. C. Richardson, Mgr.

WYOMING

Cheyenne. *Tribune*. Actual net average year, 1909, daily. 5,125; semi-weekly, 4,994.

BRITISH COLUMBIA

Vancouver Province, daily. Average June '09, 18,601; June '10, 21,565; daily average for '09, 15,420. H. DeClerque, United States Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg. *Free Press*, daily and weekly. Average for 1909, daily, 40,590; daily June, 1910, 45,327; weekly 1909, 27,050; June, 1910, 25,785.

Winnipeg. *Der Nordwesten*. Canada's National German weekly. Av. 1909, 18,162. Rates 55c. in.

Winnipeg. *Telegram*, dy. av. May, '10, 31,785. (Saturday av., 35,460). Farmers' Weekly, same period, 20,000.

QUEBEC, CAN.

Montreal. *La Presse*. Daily. Average for June, 1910, daily 97,500. Largest in Canada.

The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

COLORADO

WANT advertisers get best results in Colorado Springs *Evening Telegraph*. 1c. a word.

THE *Denver Post* prints more paid Want Advertisements than all the newspapers in Colorado combined.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington. D. C. (☆☆), carries double the number of Want Ads of any other paper. Rate 1c. a word.

ILLINOIS

THE *Chicago Examiner* with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

INDIANA

You'll be satisfied with your "Want Ad" in **THE INDIANAPOLIS STAR**

Indiana's leading "Want Ad" Medium. Circulation 75,000. Publishes more classified advertising than any other paper in Indiana. Rate One Cent Per Word.

Only Sunday Paper in Indianapolis.

The Indianapolis Star
INDIANAPOLIS, IND.

MAINE

THE *Evening Express and Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE *Baltimore News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

MASSACHUSETTS

THE *Boston Evening Transcript* is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns



THE *Boston Globe*, daily and Sunday, for the year 1909, printed a total of 460,465 paid Want Ads; a gain of 42,557 over 1908 and 308,023 more than were printed by any other Boston newspaper.



MINNESOTA

CIRCULATIN' **THE Tribune** is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The *Tribune* printed during the year ending 1909, 2,233,619 lines of classified advertising. Rates: 1 cent a word, cash with order;—or 10 cents a line, where charged by Printers' Ink Pub. Co. —daily or Sunday.



THE *Minneapolis Tribune* is the recognized Want Ad Medium of Minneapolis.



THE *Minneapolis Journal*, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified wants printed in July, 1910, amounted to 197,064 lines; the number of individual ads published were 24,743. Eight cents per agate line charged. Cash order one cent a word, minimum, 20 cents.



MISSOURI

THE *Joplin Globe* carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA

THE *Anaconda Standard*, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 14,422 Sunday.

NEW JERSEY

THE *Jersey City Jersey Journal* leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

NEW YORK

THE *Albany Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE *Buffalo Evening News* is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE *Argus*, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

OHIO

THE *Youngstown Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

OKLAHOMA

THE *Oklahoman*, Okla. City, 35,076. Publishes more Wants than any T Okla. competitors.

PENNSYLVANIA

THE *Chester, Pa., Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

SOUTH DAKOTA

THE *Aberdeen Daily American*—the popular Want Ad medium of the Dakotas.

UTAH

THE *Salt Lake Tribune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

CANADA

THE *Evening Citizen*, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

(OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

Out of a total of over 23,480 publications in America, 125 are distinguished from all the others by the so-called gold marks (OO).

ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Average, June 1910, 80,416 (OO).

GEORGIA

Atlanta Constitution (OO). Now as always, the Quality Medium of Georgia.

ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The Inland Printer, Chicago (OO). Actual average circulation for 1909-10, 16,902.

KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,898 (OO); 7.44% increase daily over last year.

MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1830. The only gold mark daily in Boston.

Boston, Textile World Record (OO). The oldest and most influential textile mill journal.

Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

THE NORTHWESTERN MILLER

(OO). Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

NEW YORK

Army and Navy Journal, (OO). First in its class in circulation, influence and prestige.

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING COMPANY.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering News (OO). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 10,000 per week. MCGRAW PUBLISHING COMPANY.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (OO), established 1861. The great newspaper of the Pacific Northwest.

PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,064; Sunday, 163,998.

THE PITTSBURGH (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND

Providence Journal (OO), a conservative enterprising newspaper without a single rival.

SOUTH CAROLINA

The State (OO), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA

Norfolk Landmark (OO). Oldest and most influential paper in tidewater.

WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

CANADA

The Halifax Herald (OO) and the Evening Mail. Circulation 16,837, flat rate.

Business Going Out

The Celluloid Starch Company, New York, is placing large copy in the newspapers of Southern New England on a two months' basis, through the Charles W. Hoyt Agency, of New York and New Haven. The same agency is placing advertising for David Trubee & Co., Bridgeport, Conn., in the interest of Waldemere Cigars.

The Leven-Nichols Advertising Company, of Chicago and New York, is ordering six-time insertions for the Naber Spring Bed Company; is also ordering renewals for the James E. Pepper Distilling Company; is sending out orders to an extensive list of newspapers throughout the Middle West for the Bernheim Distilling Company, of Louisville, Ky., Old Warwick Whiskey, insertions running every other day; is sending six-time orders to a large list of mail-order and foreign language publications for Carroll, Cutler & Co., Chicago; and is ordering space in standard magazines and mail-order publications for the Olson Rug Company, of Chicago.

The Paraffine Paint Company (Malthoid Roofing) is ordering a hundred inches in the Southwest through E. M. Swazey, of San Francisco.

The MacManus-Kelley Agency, of Toledo, is ordering 5,000 lines in the West for the Speedwell Motor Car Company.

The Imperial Chemical Mfg. Company, of New York City, is ordering fifteen lines, fifty-two times, Sundays, in a selected list of newspapers. The advertising is being placed direct.

Williams, Clark & Co. (La France Shoes) is ordering 300 inches in the Southwest through the Wyckoff Advertising Company, Buffalo.

Dauchy & Co., of New York, are ordering renewals for Parker's Hair Balsam.

Wylie B. Jones, of Binghamton, N. Y., is ordering 1,000 lines on the Pacific Coast for Othine.

The Morse International Agency, New York, is ordering space for Pears Soap in up-state New York papers.

The Chambers Agency, of New Orleans, is placing the advertising of Royal Nectar Near-Beer, a non-intoxicating malt and hop beverage put out by the Security Brewing Company, of New Orleans. The same agency is placing eight inches, twelve times, in Mississippi papers for the Fain Seed

Company, and 500 inches in selected papers for the Votan Tea & Coffee Company. The Chambers Agency is also signing ten inches weekly in a number of publications on a yearly basis, covering several Southern states, for the La Valliere line of choice toilet preparations.

The Ludlow-Saylor Wire Company, St. Louis, has just inaugurated an extensive campaign in agricultural publications of the Middle West, advertising stock and poultry wire fence. Orders and copy for fifty-six and eighty-four lines display have been sent out through the St. Louis office of H. W. Kastor & Sons.

H. W. Kastor & Sons, St. Louis and Chicago, are sending out copy and renewal orders to farm papers published in the Middle West for the M. D. Wells Shoe Company, Chicago. Fifty-six-line display copy is being used.

The Hapgood Plow Company, Alton, Ill., is using a selected list of agricultural papers and weeklies of dailies published in the West and Northwest, advertising farm implements. One hundred and twenty-six-line display copy is being used. The business is going out through the E. H. Clark Advertising Company, Chicago.

The Plapao Laboratories (Stuart Plaster Pad Company), St. Louis, have sent out copy and orders to a big list of dailies, weeklies of dailies, farm papers, mail-order publications and a few magazines to start with September issues. Twenty, twenty-four and twenty-eight-line copy is being used. Long-Critchfield, Chicago, are placing the advertising.

The Butler Mfg. Company, Kansas City, is using a list of farm papers published in the Southwest to advertise gasoline storage tanks for automobile garages. Fifty-six-line display copy is being used. The F. A. Gray Agency, same city, is placing the business.

The Zartman-Tuller Motor Car Company, Kansas City, is using a few agricultural papers published in the Southwest, advertising the Cameron automobile. Sixty-four-line display copy is being used in August issues.

Prof. Samuels, Wichita, Kan., is sending out renewal orders through the F. A. Gray Agency, Kansas City, to farm papers and weeklies of dailies to run in August issues. Five hundred and thirty-five-line display copy is being used.

Frank Seaman, Incorporated, will start the campaign for Shur-on Eye Glasses for the E. Kristein & Sons' Company beginning in the September magazines and running until spring, quarter and half pages. The same agency will handle the annual hunting advertising for the Boston & Maine Railroad, commencing in the September magazines and the October newspapers of the East. The Seaman Agency is also ordering big space for the Maxwell-Briscoe Auto and for the Lozier Motor Car Company (outside of New York City).

August copy, for a hundred Eastern dailies, of the Northern Pacific Railroad, lays special emphasis on mountain climbing. The Staggs Agency, of Chicago, is handling it.

W. S. Dodge, manufacturer of Tiz, is placing contracts for 14,000 lines on the coast through the Fuller Agency, Chicago.

Lord & Thomas, Chicago, are ordering 100 lines, five times, in the Southwest for the Chicago Musical College.

The New York *Herald* is ordering 10,000 lines in newspapers generally through the Frank Seaman Agency, New York.

The Paraffine Paint Company is ordering 202 inches in weekly papers in the Southwest through the E. M. Swasey Agency.

The Fuller Agency, Chicago, is ordering 3,000 lines on the coast for Make-Man Tablets.

Scott & Bowne, Scott's Emulsion, are ordering 5,000 lines in the South direct.

DID OCCIDENT FLOUR GET IT FROM JELL-O?

THE GENESSEE PURE FOOD CO.
Grain-O, Jell-O and Jell-O Ice Cream Powder.

LeROY, N. Y., Aug. 9, 1910.

Editor of PRINTERS' INK:

To-day while we were studying Mr. St. Elmo Lewis' question, "Is there a science behind the art of advertising?" the mail-boy deposited on our desk the big Occident Flour folder issued by the Long-Critchfield Corporation. What particularly attracted our attention in this folder was the familiar figure of the grocer who was exclaiming, "Well! Well! That's Good! Another Coupon in from the Occident Flour Advertising."

When we asked Mr. O'Neill to give our grocer that peculiar thumbs-in position: had no idea it would fit a sack of flour (see magazine ads September, 1909) flour so neatly.

W. B. HUMELBAUGH,
Advertising Manager.

V. H. Polashek, formerly advertising manager of the Chicago *Examiner*, has been appointed managing editor of the *Commercial Times*, the new Hearst financial daily of Chicago.

WHEN THE JAPANESE ADVERTISE.

The Japanese have an original way of advertising and they apply to the art all the poetry that their Oriental imagination is capable of. They have recourse to the most varied and improvised methods, and their combinations are sometimes as picturesque as they are original. A Japanese merchant informs his customers that his goods are sent off with the rapidity of a shot. A stationer calls his knowledge of natural history to his aid thus, "Our wonderful paper is as durable as the hide of an elephant." A Tokio grocer borrows from psychology, and, in mordant language, announces that, "Our vinegar of extra quality is sharper than the bitterness of the most diabolical of mothers-in-law."—*Tit-Bits*.

The Johnson-Dallas Advertising Company, of Atlanta, Ga., has changed its name to the Johnson-Dallas Advertising Agency.

Solicitor Wanted

A New York Special Agency wants an energetic, clean-cut young man of good address as solicitor on list of magazines. Some selling experience desirable, but not necessary. Must be prepared to start at small salary and develop. Write giving full particulars about yourself and stating experience (if any) and salary wanted. P. O. Box 326, Madison Square Station, New York, N. Y.

BUSINESS BUILDERS

Number One

You can't choose your customers unless you use letters for advertising.

You can't land your customers unless you use personal letters.

You can't get circular letters in hundred, thousand or million lots which possess every indication of being personal dictated communications unless you avail yourself of our exclusive service.

United Letter Duplicating Company, Inc.

350 Broadway, New York City



There's
Satisfaction
in dictating
to an Underwood
Operator.

THE
UNDERWOOD
Standard TYPEWRITER

Makes it possible
for the average
operator to turn out
more and better
work.



"The Machine ~~YOU~~ Will Eventually Buy"

The Underwood Typewriter Company, Incorporated
New York and Everywhere

In Planning Your Canadian Campaign Consider—

- 1 The preponderance of the French-speaking people in Eastern Canada, where they comprise 70 per cent. of the population of Montreal, and 80 per cent. of those of Quebec province.
- 2 The necessity of selecting mediums that will place your goods before the greatest possible number of this French-speaking population.
- 3 The fact that LA PRESSE of Montreal has by far the largest circulation of any Canadian newspaper, and reaches a greater part of Canada's French-speaking population than all other French dailies combined.
- 4 The fact that the circulation of LA PRESSE in the City of Montreal *alone* is greater by many thousands than the *total* circulation of any other French daily in Canada.
- 5 The fact that advertisers who have tried it out consider it impossible to obtain anything approaching maximum results, from this field, without the use of LA PRESSE.
- 6 The many other considerations,—particulars of which may be obtained by writing the Advertising Manager, La Presse Building, Montreal, or

Wm. J. Morton Company

United States Representatives of

LA PRESSE

(MONTREAL)

Brunswick Building
NEW YORK

Hartford Building
CHICAGO

